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For his Fall 2018 collection, David Meister created formal pieces with ornate accents and intricate embroidery. Looking beyond this fall, he also shared his prediction for a shift in coming seasons. For more looks from David Meister, see page 7.

COURTESY OF JS GROUP

TRADE SHOW REPORT

Booth Space Goes Quickly at the LA Men's Market

By Andrew Asch *Retail Editor*

Vendor space was sold out at the **LA Men's Market** for its March 27–28 run at the **California Market Center**.

Sannia Shahid, LAMM's show director, said the event had its best traffic and the most vendors ever since the show started in October 2013. About 145 vendors exhibited compared with 130 last year.

There were some complaints that the timing of the show could have been better because many people were out of town during spring break. Shahid said she did consider the show's timing, but she didn't believe it hurt traffic.

The recent show was the second time that Los Angeles-headquartered **WVS Brgde** exhibited at LAMM. WVS Brgde founder Brian Boles planned to make LAMM a significant part of the brand's trade-show calendar. "You can bring out as many orders here as any other show," Boles said.

Mimi Nguyen, WVS Brgde's design associate, gave the show high marks for its pace of business. "It's more relaxed."

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Z.Cavaricci Invests Deeper Into a Comeback

By Andrew Asch *Retail Editor*

When you think of fashion from the 1980s and 1990s, the **Z.Cavaricci** brand might come to mind.

With its high waist, baggy legs and tapered ankles, it was worn in the more stylish enclaves during the era of Presidents George H.W. Bush and Bill Clinton.

It was so popular that in 1991, Jim Cavaricci, the brand's founder, said he sold 3 million pairs of the line's "Cateye" pants. At its peak, revenues for the company reached \$140 million.

But about a decade ago, the designer pulled the plug on the brand because he didn't like the direction the label was heading. "Somehow we found ourselves in juniors," he said. "I didn't like it. I was tired of people beating us up for prices. We closed and walked away."

Since then, Cavaricci has worked from Orange County,

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Where fashion gets down to businessSM



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Rebranding at Bella Dahl Includes Reimagining Denim

By Dorothy Crouch Associate Editor

Over the past eight years, **Bella Dahl** became a source for women's apparel that embraced the Southern California lifestyle of trendy pieces that are comfortable to wear.

As a local company owned by Kerry Jolna, who employs a staff of 120, Bella Dahl's presence in Los Angeles includes its 65,000-square-foot downtown corporate headquarters on Broadway, which houses its executive offices, warehouse space and sewing room devoted to sample production, which is performed by eight sewers. It has a small showroom blocks away in the **Cooper Design Space**. The brand's commitment to Southern California has been apparent through its production practices, as 90 percent of its manufacturing is done in Los Angeles.

In April, for its Summer 2018 campaign, Bella Dahl will launch its rebranded look, which includes a new logo, garment labels and hangtags to present a "sleeker" and "elevated" brand identity, according to Jennifer Vathanadireg, director of marketing.

"We're now traveling around the world, working with influencers season to season," she revealed. "Our pieces are very travel friendly."

As she discussed the shift, Vathanadireg explained Bella Dahl's efforts to retain its loyal clientele of women in their 30s to 60s while reaching out to a younger demographic. There exists no perfect formula for rebranding, but at Bella Dahl, this shift was more about expanding to include more women, not excluding the customers who have been loyal to the line since 2010.

"I've been at many brands where we tried

to shift completely, but you can't lose your loyal customers because they're the ones who are actually purchasing," said Vathanadireg. "We wanted to do it in a way where we can still hang on to those customers but reach that younger person."

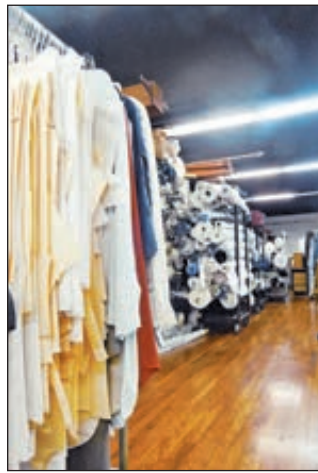
This tactic worked in the brand's favor, as younger consumers brought traffic to the website, but they might not be inclined to spend a lot yet, as retail price points are a bit high for this age group, whose clothing budget isn't as large as the traditional Bella Dahl customer.

"We've been successful," Vathanadireg said. "We've been seeing the younger demographic coming to the site; we're not sure if they're necessarily ready to buy yet."

To reach a new customer, while maintaining its client base, Bella Dahl invested in new styles that adhered to the company's core principles of stylish Southern California comfort combined with a commitment to sustainability.

Manufactured with the company's trademarked **Tencera** fabric—a type of **Tencel** that comprises 70 percent of Bella Dahl's business—the brand's denim provides a traditional appearance with a soft touch.

Within its Fall 2018 denim offerings, customers will find jackets, jumpsuits, overalls, shirts and pants, which are available in traditional or alternative lengths. Derived from sustainably sourced wood pulp, the final Tencera product comprises cellulose fibers that produce a type of rayon finished with a



Sample-production room at Bella Dahl's headquarters



Bella Dahl's blackdigo styles



Pieces from the Bella Dahl Fall 2018 collection

recyclable, nontoxic solvent. The finished product is biodegradable and offers the look of denim with a smooth feel in a material that can be easily washed and dried and is wrinkle resistant.

As Bella Dahl's rebranding campaign draws near, the company also prepared to bring a fresh denim wash to the market with pieces wholesaling from \$68 to \$110. With its blackdigo, the company took its denim shirts, pants, jackets and jumpsuits into a deep, dark hue that it's never had before.

"We're like a denim company," said Steven Millman, vice president of sales. "Kerry [Jolna] and I came from jeans, but we don't make jeans, but we are in the denim business. I think we've disrupted the denim business, changing it where things are becoming important other than five pockets."

While this wash expands Bella Dahl's offerings by bringing a darker denim product to the brand, the resulting material is neither as hardwearing, nor hard to wash, as traditional jeans. With many dark denims, consumers are forced to adhere to special washing instructions, before and after the first

wear, but Millman says the new blackdigo pieces solve that problem.

"It is the darkest indigo yarn you could use," he said. "It's the deepest dip. Because it's those Tencera yarns, it gives it the ability to get gorgeous washes and maintain itself so it's not going to rub off everywhere. It's not bleeding. It's the easiest care you could imagine."

The decision to introduce blackdigo wasn't rushed because the Bella Dahl team wants its clients to enjoy wearing its pieces as much as it loves creating them. This meant developing blackdigo over a span of three years, during which time the fabric and dye was tested until it was the product that they had envisioned.

"We love the wash. It just took us time to get it," said Millman. "The more we've used it—the more we've tested it—we're officially ready to really come out with it, which is exciting. Now, we have a new denim. It's like a sleeper."

In addition to www.belladahl.com, the collection has been sold through department stores—including **Nordstrom**, **Saks Fifth Avenue** and **Bloomingdale's**—and independent bricks-and-mortar retailers. ●

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Z.Cavaricci *Continued from page 1*

Calif., as an investor. The only places fans could find his unique styles were in vintage shops. But in late 2017, Cavaricci decided to see if there was any interest in the brand's signature look, making a limited edition of the brand's most popular style—the "Cateye"—for a contemporary fashion crowd. It was made in Los Angeles and sold for \$245 through the website www.zcavaricci.com, which is headquartered in Laguna Hills, Calif.

Now the brand is investing in wholesaling the line. In early March, Cavaricci made deals with two showrooms to represent the brand. In Los Angeles, the label is represented by **Kathy Walker Sales in The New Mart**. In New York, it is being sold by the **Hotline Showroom**. Recently, the line was picked up by **Shoptop.com**.

Cavaricci said he was reluctant to return to fashion. But in 2017, fashion veteran Glenn Williams, currently the brand's design director and vice president, told him that the time was right to try it again. Williams argued that the fashion cycle was coming back in Cavaricci's favor.

High-waisted pants had become popular. Full-legged, pleated pants also were back in vogue. "I said, 'Let's put it online and see what happens,'" Cavaricci said. "Why don't

we put it in a couple of stores? We had great success."

The brand might have great name recognition to the Generation Xers who originally embraced it, but the current crowd of millennials is another story.

"Nothing I know of comes with a guarantee to sell well—comebacks or new brands," said Ron Robinson, whose self-named stores are celebrating their 40th anniversary. "Retailers evaluate products on whether they believe it will sell to the consumer and if the name has positive market value."

Stylist Yolanda Braddy said that the fashion scene these days relies on the looks from 20 and 30 years ago. But there is no such thing as an exact copy of past styles.

"There's always a little twist. A designer may do a high-waisted jean, but they aren't made as tight. They use fabric with more stretch," Braddy said. Fabrics made

today are different than the fabrics made decades ago and change the look and feel of clothes, she added.

The 2018 looks for Z.Cavaricci focus on the brand's "Cateye" silhouette made of Japanese denim, which comes in a light indigo wash or dark denim wash. The "Cateye" trouser also comes in twill with several colorways: black, burnt orange, olive and white.

Next up, the Z.Cavaricci line will introduce men's styles and more women's looks. ●



Centric Aims to Innovate PLM With Mobile Apps

Product Lifecycle Management is considered a way to get different teams of people to work on a project through one software program. **Centric Software**, headquartered in California's Silicon Valley, is aiming to allow many more people to get involved in a project.

One way to expand the reach of PLM is through mobile apps. Designing mobile apps is part of the mission of Centric's innovation team. It's a new direction for PLM, which started being used by the U.S. automobile industry in the mid-1980s. It is currently used by many industries, including fashion.

Nicholas Fjellberg Swerdlowe, a senior product manager of Centric's global innovation team, said that mobile apps represent a new angle for PLM and product development.

"You could call it open-source product development," Fjellberg Swerdlowe said.

"You're inviting people into the development process—stakeholders who wouldn't traditionally take part in design or development of these products."

Imagine a skier being able to give feedback on a new ski jacket from the ski slopes. Or a gym instructor telling a designer how a pair of leggings worked out during a class at a fitness studio, Fjellberg Swerdlowe said. Designers and merchandisers can use their phones to snap pictures and load them directly into PLM inspiration boards. Developers and quality-control people can use it to do sample audits at factories. They could also load information to PLM from a mobile app from almost anywhere rather than having to rekey information once they're back at a computer.

Fjellberg Swerdlowe said that most creative teams already use personal devices

for their work. The mobile apps give them the chance to cut out steps translating information from their personal devices to their company's PLM.

"All devices are going to be interconnected. You're going to get feedback in real time," he said. But he noted that nothing is perfect. "If it is clutter and noise, that has to be addressed. What we're really creating is an entire ecosystem of what works with the PLM system," he said.

The significance of the real-time feedback with mobile apps is that designers can catch a problem faster than ever before. Taking care of problems faster can make an operation more efficient.

Centric recently announced that Chinese fast-fashion retailer **Urban Revivo** started working with the company's PLM. Budwhite Zhang, UR's chief information offi-

cer, said that mobile apps are a feature that made Centric attractive.

"With Centric's mobile apps, our designers can capture and share inspiration immediately with the whole team," Zhang said in a prepared statement. "This is very helpful for fast-fashion companies like UR, which rely on speed and instant communication."

Mobile apps are not an industrywide trend for PLM software publishers, said Jill Mazur, a Los Angeles-headquartered business and technology consultant. "It's definitely the next evolution of PLM," she said. "It makes doing work much easier and more efficient," she said.

In her experience, some companies didn't want to work with apps because they didn't have the budget to spend more for technology or because they were satisfied with how their old PLM system was working.—*Andrew Asch*

NEWS

Desert Hills Premium Outlets Announces Expansion

Desert Hills Premium Outlets, the gargantuan outlet mall between Los Angeles and Palm Springs, recently announced it would be adding 5,000 square feet of retail space at its shopping center in Cabazon, Calif.

The mall, owned by **Simon Property Group**, still hasn't released a list of tenants for the expanded area, which should be completed by the end of 2018.

But Danielle De Vita, Simon Property Group's executive vice president, said the new area will include a central fireplace and shade structures as well as new seating areas.

The expansion will be consistent with the center's architectural design and use similar materials, including stucco and Spanish-tile roofs. The expansion is located on the east side of the center and was designed by **Ar-**



chitects Orange, who also designed another of the center's wing, which opened in 2014.

Last year, Desert Hills announced that stores for **Roberto Cavalli**, **Tom Ford** and

and the California towns of Camarillo and Carlsbad.—*A.A.*

AG Adriano Goldschmied moved into the mall. In 2015, a 7,000-square-foot **Forever 21** moved in.

The place is famous for other high-brand stores, including **Brioni**, **Prada**, **Carolina Herrera**, **Canali**, **Coach**, **Diane von Furstenberg**, **Dolce & Gabbana**, **Gucci** and **Fendi**. It also offers outlet shops for brands such as **Gap**, **Guess**, **J.Crew**, **Levi's** and **Hurley**.

Simon also runs outlet centers in Las Vegas

Billabong Shareholders Agree to Boardriders Merger

Shareholders of **Billabong International Limited** approved a merger with rival **Boardriders Inc.**, putting an end to protests by Billabong's dissident shareholders.

Some of the Australian surfwear giant's shareholders balked at Boardriders' offer to pay \$1 per share. Boardriders, based in Huntington Beach, Calif., sweetened the deal by raising the price to \$1.05 per share. A Billabong statement said that more than 95 percent of its shareholders voted for the merger and more than 85 percent of the company's shareholders voted.

The deal, reached on March 28, still needs to be approved by an Australian court, where an appeal can be filed. If the court approves the deal, it is scheduled to become effective by April 9.

Boardriders Chief Executive Dave Tanner said the deal will help build a stronger action-sports industry. "We believe that this transaction represents the best value for all stakeholders—shareholders, employees, vendors and customers. We are pleased to see that the Billabong shareholders recognized this value and have approved the proposed acquisition. We have now cleared a significant milestone, and we are one step closer to creating the world's leading action-sports company," he said.

Billabong founder Gordon Merchant

supported the bid. However, some Billabong shareholders felt that they had no choice but to accept the deal, according to *The Sydney Morning Herald*. "Sell out to a lowball offer from Boardriders or face the business going bust," the article said, summarizing the view of some shareholders.

Before the vote, media outlets quoted Tanner as saying if the deal didn't go through, Billabong would collapse. The Australian company has been working under heavy debt and declining earnings.

Neil Fiske, Billabong's chief executive officer, acknowledged that the company is navigating through rough water. "We have made substantial progress over the last four years, but we have had to confront tens of millions in adverse currency movements on our product costs, industry bankruptcies and account closures across multiple geographies and fundamental channel shifts away from bricks and mortar," he said in a Feb. 23 statement. "The fact that a number of industry participants are currently undergoing a sales process is yet another indication of the tremendous disruption that we are witnessing."

One surfwear company being put up for sale is **Volcom** in Costa Mesa, Calif. Its corporate parent, **Kering**, announced it was exploring a sale earlier this year.—*A.A.*

Calendar

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.

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

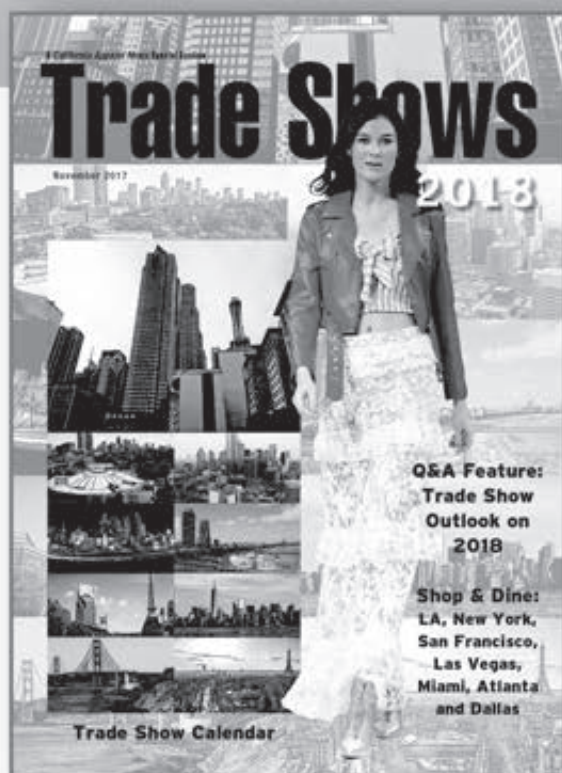
Submissions to the calendar should be faxed to the Calendar Editor at (213) 623-5707. Please include the event's name, date, time, location, admission price and contact information. The deadline for calendar submissions is the Tuesday prior to Friday publication. Inclusion in the calendar is subject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

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LINGERIE

Australia's Honey Birdette Rolling Out a Chain of U.S. Lingerie Stores

By Andrew Asch Retail Editor

The lingerie label **Honey Birdette** started out in Australia in 2006 as a tiny boutique in Brisbane's West End—a hip area known for its bars and ethnic restaurants. Over time, the label grabbed people's attention by selling to bachelorette parties that visited the store.

Three years later, the lingerie label was expanding its retail reach to a Brisbane mall operated by **Westfield**, where mall traffic outpaced foot traffic on Honey Birdette's retail street.

Soon after, when a jewelry retailer shut down its mall locations, the lingerie label took over the 25 outlets located in Westfield malls, other malls and on retail streets.

Now the lingerie retailer, with 55 Australian stores, is expanding to the United States with its first location opening in October at **Westfield Century City** in Los Angeles, followed in November by a boutique at the **Westfield UTC** mall in La Jolla, Calif.

Other locations might include a store on West Hollywood, Calif.'s Melrose Place. In the next two years, the brand plans to open 15 flagships around North America in cities such as New York, Austin, Miami and Van-

of Los Angeles landmarks, including the Hollywood sign.

Since the label's start, Honey Birdette has always mixed erotica with a puckish sense of humor in its marketing and advertising campaigns, which have been controversial.

Collective Shout, an Australian advocacy group against the objectification of women and girls in the media and advertising, has criticized Honey Birdette and has demanded that Honey Birdette change its advertising campaigns. In a petition, it said it had collected 61,000 signatures opposed to the media campaigns, **Collective Shout** said.

Monaghan called the petition misguided. "You see more flesh on Bondi Beach at 10 a.m.," she said of a popular seaside area in Sydney. She also believes her company is a victim of a double standard because there is no outcry about ads showing men clad only in underwear. But show a woman in lingerie, and some people become furious.

Monaghan credits her label's growth to the company's inspiration taken from fast fashion and luxury.

Lingerie is an increasingly popular category throughout women's fashion. The

Victoria's Secret brand is prominent in the category and runs more than 1,100 shops in North America. The category has ramped up for digital-era innovations. In the past decade, Internet startup lingerie brands such as **True & Co.** and **ThirdLove** have told consumers that their company's algorithms can help women find better-fitting bras.

Courtnee Scully, the lead stylist for West Hollywood, Calif.-headquartered **La La Luxe**, a styling and personal shopping company, said that lingerie has become more influential in fashion. "Celebrities and social-media influencers alike have turned bare skin into a status symbol, especially in Los Angeles. It's fashionable to wear lingerie every day as ready-to-wear rather than



couver, said Eloise Monaghan, the label's founder.

Last month, the company opened its first U.S. office, located in Hollywood, and a warehouse in the Los Angeles area.

Expansion to the United States seemed a natural next step because America is a big market for the Australian brand. Online orders from the U.S. make up 35 percent of the brand's sales.

To mark Honey Birdette's California arrival, the company produced a short film of models wearing the label's lingerie in front

just as under garments and in the bedroom," Scully said.

Also, swimwear and activewear designs have recently been influenced by lingerie, she said.

Upcoming Honey Birdette stores will probably be divided into three rooms. The largest room will have the label's lingerie collections. A smaller, second room will feature accessories and toys, and the last room will be a fitting room with a velvet sofa. "It's a one-stop shop for the bedroom," Monaghan said. ●

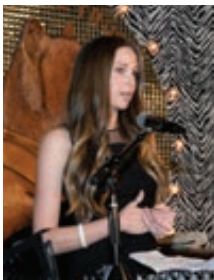
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NEW RESOURCES

Versatility Is the Key to This Fashion Label

By Deborah Belgum *Executive Editor*

When Nicole Frank had a real-estate business, she found her days were long and her wardrobe options were short.

She would drop her daughter off at school in the morning, walk the dogs, go to work, attend business meetings, pick her daughter up after school, do more work and then go to a business dinner at night. "I didn't have time to go home to change," she said. "I found myself wearing Lululemon clothes. I would throw on a blazer and heels to create my own outfit."

Frank, who grew up in San Diego and lives in nearby Rancho Santa Fe, knew there was a need for a new kind of fashion collection that let women transition from morning to night with just a few tweaks. "It is really difficult to find both versatility and feel great in your clothes," said the businesswoman, who spent 15 years in real estate and renovating houses before she launched the **Nicole Frank** label in November. "The only reason I thought of trying this is that I knew there were so many women who think the way I do."

The thing that distinguishes Frank's label are the zip-on collars, sleeves and hems that can transform a short-sleeve black top or

slim tops, blazers, jumpsuits, dresses, pencil skirts and pants. Colors are primarily black and taupe.

Then she went about creating zip-on sleeves, collars and hems that can be mixed and matched with each style. A short-sleeve blazer with a hidden zipper around the edge can become a long-sleeve blazer with

tweed, leather, chiffon and lace, striped or solid-color sleeves. The sleeves can also be used with a jumpsuit, a top or a dress.

Zip-on collars for jackets and jumpsuits are made of leather, shearling, vintage fur, tweed or plaid fabric. And for dresses, there are interchangeable lace, plaid, fur, tweed, shearling or leather hems for a solid-color dress.

For shoes, Frank has created interchangeable rhinestone and ribbon straps that can dress up a plain shoe or boot into something ready

for a gala.

"You can take three outfits, six sleeves and collars and have a week and a half of clothing when you are traveling," the newly minted apparel designer said.

To make her clothes, Frank decided to keep it local, finding a Los Angeles factory with a low minimum of 20 pieces. "Manu-

facturing overseas is very unpredictable. And if it is done incorrectly, it takes time to correct," she said. "I like being on top of the quality control and being only two hours away. I also like supporting the United States."

Sales of her pieces, whose prices range from \$150 to \$495 for clothing and \$50 to \$125 for zip-ons, currently are sold on her e-commerce site at www.nicolefranktwe.com. She also

does trunk shows at various venues.

For philanthropist and businesswoman Helen Nordan, the clothes are great for traveling, whether it is for work or pleasure. "I think it is perfect for the woman on the run and for women looking for apparel and pieces that they can interchange with one piece and get different looks," said the Rancho Santa Fe resident. "I was in the French Alps skiing and took some of the pieces with me. It was wonderful to change from casual to upscale at night by changing sleeves to get a different look. And travel wise, it doesn't wrinkle."

Another fan of the clothing is Gail Evertz, a New York resident who is the vice president of business development for **Guggenheim Partners**. She loves the stretch and washable nature of the fabric and the silhouettes, which compliment a woman's figure. "I travel a lot, and I need to travel with a carry-on. This absolutely does it for me with the myriad of sleeve changes," Evertz said. "I would live in her clothes if I could." ●



Nicole Frank



dress into a more fashionable piece that can go from a day in the office to an evening out on the town.

Frank wanted her pieces to be washable, comfortable and stain-resistant as well as have moisture-wicking capabilities. When her teenaged daughter, Alexis, an equestrian, switched from a wool riding jacket that had to be dry cleaned to a performance-fabric riding jacket that was washable, she knew she wanted to incorporate that kind of fabric into her clothing.

With lots of research, she found a Swiss textile company that made a high-performance nylon/elastane fabric that fit her formula.

Even though Frank has never been a designer, she relied on a fashion sense she learned from her grandmother, aunts and mother, who were models and actresses who would shop in Europe to be at the fashion forefront.

Frank, who also collects vintage clothes, put together some concepts and silhouettes that draw inspiration from the 1960s with styles that are more tailored. There are ba-

David Meister's Formal Collection for Fall 2018

COURTESY OF JS GROUP



After approximately 20 years of evolving with his eponymous women's formalwear label, which has been worn by some of Hollywood's most well-known celebrities, David Meister has enjoyed an enviable career.

The designer has come a long way since his cross-country move from New York City to Los Angeles, where he once worked at **Laundry by Shelli Segal**. Since those days, his designs have been seen on actors including Diane Lane, Andie MacDowell and Sofia Vergara, who have been known to repeatedly wear David Meister's creations while walking the red carpet.

Working amid the rewards and challenges of being based in Los Angeles, David Meister recently introduced his Fall 2018 line of women's formalwear. Retailing at \$400 to \$1,100, the collection included gowns, cocktail dresses, midis and a unique design that features fitted stovepipe pants underneath a sheer handkerchief skirt whose longest length reaches the floor, creating a sweep train. For Fall, Meister focused on adorning his

pieces with sequins, fringe and embroidered floral details.

"The customer wants more and there is more interest in novelty, whereas a year ago it was about simple and clean," he said. "Now it's about embellishment."

Despite trends that seem to shift overnight, coupled with the nature of fashion that demands fast production and immediate consumer gratification, Meister's key to success has been to focus on creating designs that will still be considered stylish over the years, rather than those that look fashionable for only a few months.

"My motto for the line is that good design always has a sense of timelessness to it," he explained. "It should still look relevant 10 years from now. If it's beautiful, it's beautiful," he said.

While Meister has been in different business partnerships over the years, his brand has been licensed since 2015 to the **Groupe JS International**, with production in China. The label is available through retail partner websites for **Saks Fifth Avenue** (www.saksfifthavenue.com) and **Neiman Marcus**

(www.neimanmarcus.com).

As a designer who has enjoyed longevity in the formalwear category, Meister has been able to expand from North America to international markets, being sold at Bahrain's **Saks Fifth Avenue** and **Bloomingdale's** in Dubai. Despite these accomplishments, Meister feels that his success is dependent on his ability to keep moving forward.

"Globally is where we've had the biggest growth," he said. "I think it's great, but I don't sit and think about things too long. You have to keep moving or you'll be run over. Fashion is about change. It's fast, it's moving and it's always different, so I just want to keep moving forward."

Maintaining his focus on pieces that allow his clientele to feel special, Meister has predicted a shift in trends that will bring greater simplicity to formalwear in the coming seasons. "You get as far as you can in one direction and swing back," he said. "I think it's time to see cleaner but still special."

—Dorothy Crouch

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Describe your ideal student.

Joe Farrell
Fashion Merchandising Chair
FCI Fashion School

Our ideal student is a student who has the burning desire to succeed in the fashion industry. We do not require our students to have any fashion experience. However, we do want them to possess a strong work ethic.

Anna Leiker
Chair, Fashion Design program
Woodbury University

Woodbury University has a diverse student body and welcomes all students who are passionate about fashion design and interested in a comprehensive education that includes design, construction, materials, business, and fashion history.

What are your school's or program's chief selling points? Explain any mentorship programs or paid or unpaid internships you make available to your students.

FCI Fashion School

FCI Fashion School is the only short-term

(three-month) fashion school. Students are assigned various fashion internships from their very first day at school because the director believes that students learn best by “doing it”—not just reading textbooks.

Woodbury University

The Fashion Design program, created in 1931, has a long and storied history and association with Hollywood designers, including Woodbury graduate William Travilla, who designed for Marilyn Monroe. Students have access to our 5,000-piece Fashion Study Collection, allowing them to examine pieces based on construction techniques, designer attribution, and chronology. The collection boasts film costumes from such luminaries as Edith Head and Adrian, as well as pieces from Oscar de la Renta, Christian Dior, Norman Norell, Yohji Yamamoto, Yves Saint Laurent, among other iconic designers. Our wide-ranging internship opportunities include, among many others, St. John Knits, Max Mara, Etro, Joie, BCBG, Skechers, the American Film Institute, and Western Costume.

How is your school year structured? Do you have a summer program?

FCI Fashion School

FCI Fashion School offers fashion programs all year-round. We are closed on the major holidays.

Woodbury University

Courses are offered in the fall and spring semesters, and general education courses are offered in the summer. The programs are tailored to meet the needs of our students and include studies in womenswear, menswear, swimwear, knitwear, activewear, tailoring, and couture techniques. Students can also explore design in shoes, lingerie, fashion sustainability, millinery, and denim. Skill areas include new approaches to the study of textiles.



Alejandra Marroquin



Heather Baughman



Nawf Alhazmi

What are the goals of your program?

FCI Fashion School

FCI Fashion School strives to place students in the fashion industry in the shortest amount of time possible while offering a high-quality education. Fashion Design students who complete our three-month program will have a mini-collection and a magnificent student fashion show. Fashion Merchandising students who complete our three-month program will have an amazing résumé and real-life experience that will surpass any four-year college. Fashion Styling students will be interning with a working fashion stylist on photo shoots, including editorial projects. Handbag Design students will learn the fundamentals of working with leather and will complete various projects.

Woodbury University

Our goals are to prepare students through a comprehensive education taught by experienced industry professionals, transforming them into innovative professionals, and to focus on purposeful student engagement, estab-

lishing external partnerships and ensuring that all our processes, services, and environment enrich the student experience.

List your key events, including any student showcases and runway shows.

FCI Fashion School

Our next student fashion show, which will also feature the newest collection from Fashion Design instructor and “Project Runway” season 16 winner Kentaro Kameyama, will be held on April 26, 2018. Please contact the school for more details.

Woodbury University

Senior students show their collections at the annual fashion runway event, scheduled this year for May 5, culminating in an industry-level portfolio that will open doors to their dream jobs.

The next Education in Focus is scheduled for the June 15, 2018, issue.



FCI Fashion Merchandising students attending L.A. Fashion Week to support FCI alumnus Kentaro Kameyama.

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TRADE SHOW REPORT

LAMM *Continued from page 1*

It's casual. People take the time here to take a look at lines," she said.

Vendors, however, did note the increasing importance of online trade shows. Nico Reyes, sales manager/brand manager of **Staple**, said that he saw around 20 accounts at the show, yet most of his wholesale orders are handled online.

Nevertheless, having physical meetings with accounts continues to be important. "It's good to have face time with the actual buyers. Not everything can be done online. The show gives them a chance to flip notes and go through the line. They have the chance to see it and feel it," he said.

LAMM gave brands with direct-to-sales models a chance to wade into the wholesale market. "It's nice to start developing relationships," said Roland Coit of the Detroit-based **Roses & Daffodils** brand, which currently only sells online. "When we step out, the ball will be rolling."

Billy Hines, founder and chief executive officer of the Los Angeles brand **Arcady**, said it was important to network at the show. "We had just as many digital marketers and influencers as buyers who came to the booth," he said. "You see a lot of what people are doing. There is a lot to learn from it."

Shane Wallace, director of sales for the **Reyn Spooner** brand, thought the show's scheduling might have hurt buyer traffic because it was a few days before Easter, which is on April 1. "It's a week where retailers are busy," he said.

In addition to new vendors, LAMM produced a larger apothecary section, and Los Angeles-based coffee roaster **Take Flight Coffee** served cappuccinos and espressos.

Trends at the show included clothes with brighter colors, said Gabe Parra of the **DVSN West** boutique in Denver. "Graphic tees are coming back in a major way," he said. "Cut-and-sew pieces are becoming more contemporary. There is more fashion in them."

Buyers at the show included major stores such as **Bloomingdale's** and **Saks Fifth Avenue**; e-commerce gi-

ants, including **Amazon.com**, **Zappos** and **Revolve**; large specialty stores, including **American Rag CIE**; and leading boutiques, including **Commonwealth** and **LASC**.

Vendors who participated in the show included prominent streetwear brands **Obey**, **The Hundreds** and **Staple**. Making debuts at LAMM were contemporary brands including **Ben Sherman**, **The Kooples**, watch brand **Timex** and Australian brand **Aloha Zen** as well as the sustainable men's brand **Outerknown**. ●



Meeting at the booth for the Hemlock Trading Co. brand



Billy Hines, right, and Jonathan Delagarde of Arcady



Meeting at the booth for The Hundreds brand



Brian Boles, right, and Mimi Nguyen of WVS Brgde

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