

CALIFORNIA Apparel News

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RUNWAY READY

Woodbury University's students revealed some of the fashion designs they have been working on during the academic year. For more looks, see pp. 6-7.

August Chow

VOLKER CORELL

Ron Robinson at 40: New World Vision... Old School Values

By Andrew Asch *Retail Editor*

Ron Robinson said the late 1960s were an exhilarating time to be in the retail business in Los Angeles.

That year he remembered watching rock star Janis Joplin perform on stage, and then a few weeks later he saw her browsing at the **Fred Segal** store where he worked.

The late 1960s and 1970s were a golden era for the Fred Segal store, which launched many trends. It shaped the way Los Angeles dressed and was a pioneer in Los Angeles' retail scene.

In 1978, Robinson started his own self-named **Ron Robinson** store at the Fred Segal compound on Melrose Avenue. Four decades later, Ron Robinson expanded to two 5,600-square-foot flagships—one in Los Angeles and another in Santa Monica, Calif.

The company also runs an e-boutique at www.ronrobinson.com. This year marks the 40th anniversary of Ron Robinson.

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Tellason: A Rare Find in the Denim Industry

By Deborah Belgum *Executive Editor*

Ever since the brand was launched in San Francisco nearly 10 years ago, **Tellason** has been one of those rare clothing companies that only uses American raw materials for its collection of menswear blue jeans.

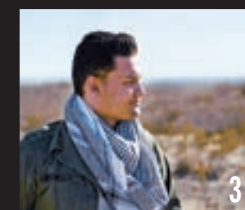
So when supplier **Cone Denim** called one of the label's cofounders last October, the sales rep asked if he was sitting down. The news was that Cone Denim was shutting down its White Oak denim mill in North Carolina in a few months and would no longer be able to supply Tellason with its selvedge denim. White Oak was the last U.S. supplier of selvedge denim made on old wooden looms.

"The day they announced their closure did not surprise me," said Tony Patella, the co-owner who was called. "What surprised me was that we were their fourth largest customer for all their denim, and we are not that big."

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Where fashion gets down to businessSM



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New CEO Named for 7 For All Mankind and Splendid

After a long vacancy, **Delta Galil** has named a new chief executive to head its premium brands section, which includes **7 For All Mankind** and **Splendid**.

Delta Galil, based in Tel Aviv, Israel, named industry veteran **Tim Baxter** to be the new chief executive of the division. He replaces **Paula Schneider**, the former chief executive of **American Apparel** and president of the **War-naco Swimwear Group**, who stepped down last year after seven months on the job.

Baxter has a long history in the retail industry with more than 26 years of experience working for **Macy's Inc.**, where he last served as the chief merchandising officer.

Baxter, who will be working out of New York and Los Angeles, will set the direction for **7 For All Mankind** and **Splendid**, two Los Angeles contemporary labels that Delta Galil acquired in 2016 from the **VF Corp.** The two brands were founded in Los Angeles and have retained their offices in LA

since their inception.

"We are very pleased to welcome such a strong and strategic industry leader as Tim to oversee Delta Galil Premium Brands, where we see tremendous opportunity to grow through category expansion and new global markets," said **Isaac Dabah**, chief executive officer of Delta Galil. "Tim's highly profitable strategic partnerships at Macy's with many of the world's most renowned brands—such as **Tommy Hilfiger** and **Calvin Klein**; licensed

deals with **The Finish Line** and **Sunglass Hut**; and launching Macy's first activewear private brand, **Ideology**—will be extremely valuable in taking 7 For All Mankind and Splendid into their next phase of growth."

Currently, Baxter is a member of the **Jay H. Baker Retailing Center** at the **Wharton School** of the **University of Pennsylvania** advisory board. He holds a bachelor's degree in business psychology from **Miami University** in Ohio.—*Deborah Belgum*

Wet Seal Returns With New Fashion Line

Almost one year after juniors retailer **Wet Seal** was acquired by investment firm **Gordon Brothers**, the now online-only retailer announced a new collaboration called **Niki + Gabi for Wet Seal**.

It's the retailer's first new fashion line in a year, said **Ramez Toubassy**, the president of both **Wet Seal** and the **Gordon Brothers Brands**.

The line is a collaboration with **YouTube** stars **Niki and Gabi DeMartino**, 23-year-old twins who claim to have 6.6 million YouTube subscribers. The collection will include everything from accessories and tops to dresses. Core retail price points range from \$15 to \$35.



"It's amazing how much impact they have on social media," Toubassy said. He said the **DeMartino** sisters, who were involved in the collection's design, grew up wearing **Wet Seal**.

The sisters' videos include "Niki & Gabi Take New York," where they chronicle their lives as **YouTube** stars spending time in New York and Los Angeles, all while trying to maintain their busy social lives. Other shows cover hauls, or videos documenting items picked up on a

shopping expedition.

Blogger fashion is a big deal at **Wet Seal**. The retailer's **Instagram** features pictures of other bloggers, including **London Ellis** and

Maddy Corbin, modeling **Wet Seal** fashions.

Wet Seal is a pure play—or online-only—venture. "We are spending a lot of time building an amazing user experience on the web," Toubassy said. "On the horizon, we'd like to do bricks-and-mortar retail, but we want to do it in a creative and flexible way. It would be something to replicate the ultra-fast fashion experience online. We're dropping 100 new styles on the web ever week. Our customer likes the entertainment value of newness. We are in the early stages of bringing that experience."

Wet Seal's e-commerce transformation is something of a rebound for the once prominent Southern California retailer. About five years ago, **Wet Seal** seemed to have a store in almost every U.S. mall with 464 stores in its **Wet Seal** division and 62 stores in its more contemporary **Arden B** division, which closed in 2014.

In January 2017, **Wet Seal** announced it would close all its physical stores. Months later, **Gordon Brothers** acquired **Wet Seal's** intellectual property for \$3 million.

—*Andrew Asch*

Hudson Jeans Appoints New President

For the second time in a little more than one year, **Hudson Jeans** has a new president.

Differential Brands—the Los Angeles parent company of **Hudson**, **Robert Graham** and **SWIMS**—announced that **Maria Borromeo** will be taking over the job as president.

She replaces **Matthew Fior**, who was named **Hudson Jeans'** president in April 2017.

Borromeo will be working alongside **Peter Kim**, who founded the denim line in 2002 and is the chief executive officer. "I believe **Maria's** extensive background with global luxury brands will be invaluable as we execute not only on our strategic growth plans but also on pioneering an evolved business model that addresses a rapidly changing retail environment and speaks to today's and tomorrow's consumer," Kim said.

Borromeo was the cofounder and chief executive of **Thakoon LLC**, which featured designer **Thakoon Panichgul's** fashions.

Thakoon was acquired and shifted to a direct-to-consumer model with Chinese textile mogul **Silas Chou's Bright Fame Fashion**.

Prior to **Thakoon**, **Borromeo** worked for the brands **Alexander McQueen** and **Etro**.

Differential Brands recently reported its first-quarter earnings for the period ending March 31, showing a \$4 million net loss compared with a \$2.35 million net loss during the same period last year.

Net sales for the first quarter declined 3 percent to \$38.8 million.

Sales reflected a 12 percent increase in consumer-direct segment sales and an 8 percent decline in wholesale segment sales.

Consumer-direct sales were driven by a 16 percent increase in same-store sales at **Robert Graham** and **SWIMS**. However, **Robert Graham's** wholesale sales improvement was offset by declines at **Hudson** and **SWIMS**.—*D.B.*

RETAIL SALES

Retail Sales Inch Up in April

The **National Retail Federation** said that retail sales in April showed a 2.8 percent year-over-year increase in the U.S. retail market, excluding auto sales, gasoline stations and restaurants.

"Retail sales growth remains solid and on track as households benefit from tax cuts even though they have faced unseasonable weather and bumpy financial markets," said **Jack Kleinhenz**, the chief economist for the **National Retail Federation**, based in Washington, D.C. "The tax cuts and higher savings levels should help consumers afford the recent surge in gasoline prices. And a solid job market, recent wage gains and elevated confidence translate into ongoing spending support."

The **NRF** broke down April results for different retail categories. Results were mixed for apparel stores. Sales for clothing and clothing-accessory stores dipped 0.4 percent in a year-over-year basis. However, April apparel sales were up 1.4 percent compared to

the previous month.

Online and other non-store sales were up 12.2 percent in a year-over-year comparison. Compared to the previous month, sales increased 0.6 percent for e-retailers.

Ken Perkins, president of the market-research group **Retail Metrics**, also posted a recent note saying business was good in April. He said that expectations for the month had been low because cold weather was predicted for much of the U.S. Wall Street analysts also forecast that many consumers may have been suffering from shopping fatigue. The nation's retailers experienced a spike in business because Easter took place on April 1.

In **Perkins's** research note, he discussed the April performance for **L Brands**, the parent company of **Victoria's Secret** and **Bath & Body Works**. **Bath & Body Works** reported a 6 percent same-store-sales gain during April. **Victoria's Secret** posted a 2 percent decline.—*A.A.*

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Bridging the Cultural Divide Through Fashion

By Dorothy Crouch Associate Editor

For Alexander Andronescu, becoming immersed in Middle Eastern and south Asian cultures was not something that was passed down to generations in his family.

But in his early teenage years, the Los Angeles native became fascinated with finding out more about how these regions developed their art, such as calligraphy and poetry.

With the imminent launch of his Fall/Winter 2018 collection, **Alex of Arabia**, Andronescu hopes to share the similar connections to this culture with a Western clientele.

“My biggest goal is to show the world this beautiful part of the planet,” he said. “If you look at a lot of the clothing that I put out, it features Arabic and Persian calligraphy. There is a lot that has gone into that. I removed the stigma from it by taking it out of the context of something political or religious and putting it on beautiful clothing.”

Long before he appeared as a contestant on the “Project Runway” spinoff—“Project Runway: Threads”—in 2014 or studied at the **Fashion Institute of Technology** in New York and completed his education at **Polimoda** in Florence, Italy, Andronescu was teaching himself Arabic.

He often wondered how he could dig beyond the stories found on television to find out more about the beauty of these cultures. During his time spent in Europe, he traveled to Spain, Germany, Romania and Greece but couldn’t help notice the Middle Eastern influences in southern European culture.

After meticulously researching the Arabic and Persian proverbs that fascinated him, Andronescu found beauty in the words, which affected him profoundly.

“The letters in Arabic—in my mind—just dance for me, so I wanted to understand it and that grew into a passion for Farsi, Dari and Urdu,” An-



dronescu explained.

When designing Alex of Arabia, he wanted to bring a personal touch to the aesthetics of his Fall/Winter 2018 collection, leading him to handwrite the Arabic characters that appear on the clothing.

As Andronescu continues to grow as a designer, he is also evolving in his understanding of artistic methods used to create this calligraphy. While he has practiced handwriting characters for more than a decade, to properly showcase the culture in an authentic manner he now studies with local artists in the regions that have fascinated him for years.



Alexander Andronescu

“I just completed my first trip to Pakistan, where I was able to practice more calligraphy with artists who could show me techniques in reading and writing,” he revealed. “The poetry here is so rich.”

He has included some of his favorite quotes by printing the words on



some of the sportswear pieces for men and women, such as the Persian proverb that says, “Someday your sorrows will blossom into a beautiful spring in your heart.” Printed on the “Laila” hoodie and men’s jacket, these words are intended to bring hope while creating quality clothing for his clientele.

As he prepares for the August launch of his collection, Andronescu doesn’t neglect to highlight how Los Angeles has influenced his work. Despite his use of details that were inspired by the languages and art in the Middle East, the Los Angeles influences from his upbringing in this region shine through in the Alex of Arabia pieces.

“There is quite a bit of diversity in this collection in terms of sportswear and an elevated look,” Andronescu said while reflecting on the Los Angeles influence. “There is a larger target market in that sense because we offer a very mature look that can be worn to more-formal events as well as quite elaborate sportswear.”

In addition to searching for manufacturing partners in Los Angeles, he sources his fabric locally. He is also bringing pop-up events to Los Angeles when promoting the launch, which will begin with e-commerce and eventually expand to include retail partners.

“We believe e-commerce is the best way to promote Alex of Arabia, with the inclusion of a few pop-up shops,” Andronescu said. “The message is to show the entire world this beautiful thing.”

The Fall/Winter 2018 launch of Alex of Arabia features 16 garments, which includes streetwear for men and women and feminine dresses and blouses. Andronescu also designed three accessories for the upcoming season—a feather choker, tassel clutch and “Hizam” backpack. The pieces will be available at wholesale price points between \$40 and \$200.

The plan to design a line that is inspired by Middle Eastern and South Asian artistry while sourcing fabric and manufacturing his collection in Los Angeles is a testament to Andronescu’s efforts to forge a greater connection between these cultures and the West.

“Fashion is far more than just a garment. As designers we have a mission and every designer has a different mission,” he said. “I personally feel a strong passion and conviction that my mission as a designer is to display the beauty of the Middle East to the world in a new way, thus bridging the gap.” ●

DENIM

Tellason *Continued from page 1*

Patella and his business partner, Pete Searson, immediately shifted into overdrive and got the denim mill to pump out enough selvage denim before the end of last year to carry the company through 2019. It’s sitting in a warehouse in Sausalito, Calif., across the bay from San Francisco.

U.S.-made materials is one of the elements that differentiate Tellason from other blue-jeans brands. “The world doesn’t need another denim company,” he said. “But what the world always needs is clothing that is better quality and is true to its history,” Patella said.

It is also their adherence to quality and history that has made them a popular item among blue-jeans junkies who want an authentic pair of American blue jeans.

“One of the reasons we carry them now after four or five years is that they haven’t really changed their ideology, and they have continued the way they started,” said Andrew Thomas of **Iron and Resin**, a men’s clothing store in Ventura, Calif. “We felt they were an appropriate brand for us because we are promoting American-made businesses.”

The same goes for the owner of **General Quarters**, a menswear store on La Brea Avenue in Los Angeles. “I have to say that the American-made aspect of what they do was one of the most appealing sides to Tellason,” noted the store’s owner, Blair Lucio. “The quality was there in the fabric and production. Nothing overdone about the branding and something that looked very original to me.”

Patella is one of those guys obsessed by a product’s history and staying true to its nature. “I have this thing about historical products coming from where their history started,” he said. “You can probably make prosciutto anywhere, but I prefer to buy it when it was made in Italy. **Red Wing Shoes** are made in Red Wing, Minn., but if they were made in Ari-



zona, I wouldn’t like that.”

When he and Searson got together to start their blue-jeans company in late 2008, they knew they wanted their label to be made in San Francisco because it is the home of **Levi Strauss & Co.**, which has been making blue jeans since the 1850s. They combined their last names to come up with Tellason.

From his earlier days as co-owner of another blue-jeans label, called **Sutter’s**, Patella knew of a blue-jeans sewing contractor who still operated a factory south of Market Street near the *San Francisco Chronicle* newspaper building. “We picked up right where we left off,” he said. “I felt it was important to support them and these jobs. If we don’t give them business, these jobs go away.” he said.



Pete Searson and Tony Patella

Even the hangtags are domestically sourced and the leather patches come from **Tanner Goods** in Portland, Ore.

The two started out slowly, spending 100 days to design and tweak their first style. “We started with one fit and one fabric. Then we had another fit in the same fabric,” Patella recalled.

The first collection of 240 pairs of blue jeans shipped in 2009, but Patella and Searson, whose career had been in apparel sales and marketing, kept their day jobs, saving any profits for capital investment down the road.

After nearly 10 years in business, Tellason now has an international reputation—with 70 percent of sales overseas and 30 percent in the United States. Nick Sheppard, a clothing store owner in Perth, Australia, swears by the quality and coolness of the jeans, which retail for \$230.

And stores in Japan, Germany, Switzerland, Belgium and the United Kingdom are snapping up the U.S.-made line.

Patella and Searson, who don’t reveal their annual revenues, have long since quit their day jobs and expanded the line into denim shirts (with only four different styles), chinos made from a **Carlisle** twill developed by a South Carolina mill, jackets and sweaters.

Their styles don’t change all that often. Guys like the brand because the denim isn’t sandblasted, washed or treated. It’s just raw denim that lasts a long time. Patella said he had one customer who said he had worn his Tellason jeans 950 times. Their demographic is men between the ages of 20 and 60 who appreciate quality and like to break in their own jeans.

“One reason we have been around for as long as we have is because we are very consistent and we stand for something,” Patella said. “Retailers want consistency and quality.” ●

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NEWS

St. John Knits Makes Top Executive Changes as CEO Retires

After 15 years at the luxury label known for its women's knit suits, Bruce Fetter has retired as **St. John Knits'** chief executive officer, president and chief operating officer. He has been replaced by Eran Cohen, who joined the company May 1.

Fosun Fashion Group, the Hong Kong company that owns a controlling interest in the brand, headquartered in Irvine, Calif., said it recently made some bold executive changes to the apparel concern. It named Laura Vazquez as the company's executive vice president and chief merchant effective last November. It also appointed Tom Jarrold as the brand's senior vice president of marketing, branding and communications, effective in March.

Cohen most recently was the executive vice president of customer experience at **PetSmart Inc.** and also had worked as chief marketing officer at **Diane von Furstenburg** and at **New York & Co.** as an executive vice president and chief marketing officer. He is known for driving growth at global companies.

"Eran has invaluable experience in marketing and consumer experience, with exceptional management skills. We believe he can unlock the potential of St. John, driving acceleration and growth via a strategic focus on the demands of current and new clients," said Joann Cheng, president of Fosun Fashion Group, which has controlling interests in other brands, including **Lanvin**, **Wolford**, **Caruso Suiting** and **Tom Tailor**.

Cohen said he envisions a bold evolution, building off the brand's heritage in knitwear, bringing innovation in design and product and providing dynamic experiences at retail, wholesale and online.

Over the years, St. John Knits has been looking for the right formula to keep the company growing. Ever since it was founded in 1962 by Marie and Robert Gray, the fash-

ion house has been known for its well-made knit suits, which cost thousands of dollars and are worn by powerful women who need to look sharp, whether it be in a courtroom or at a social event.

The company is the largest flat-knitting factory in the United States with some 300 knitting machines. Its production facilities are housed in several buildings next to the St. John Knits headquarters in an industrial park.

In 1989, with Bob Gray suffering health problems, he and his wife sold the apparel company to **Escada** for \$45 million. The German apparel company took St. John Knits public four years later, but it later reverted to a private company with **Vestar Capital Partners** buying a controlling interest.

As shopping and fashion trends shifted, there were attempts to make the brand more hip and appeal to a younger woman. At one point, Angelina Jolie, Gisele Bündchen and Kate Winslet were the models for the brand's print ads.

For a while, there was a revolving door of CEOs. Fetter left in 2011 but after working at other apparel companies, he returned in 2015 to the top job at St. John Knits. He had his hands full, rethinking the company's retail strategy and reintroducing the **St. John Sport** line.

Last year, he had to lay off approximately 200 workers as more production was shifted from St. John Knits' knitting and sewing factories in Irvine to a company-owned factory in Mexico and production elsewhere.

The luxury company announced it was closing its flagship store earlier this year at **South Coast Plaza** in Costa Mesa, Calif., after being in the mall for more than two decades. Instead, it recently opened a new concept store at **Fashion Island** in Newport Beach, Calif.—*Deborah Belgun*

Calendar

May 21

Apparel Textile Sourcing
Mana Wynwood Convention Center
Miami
Through May 23

Coast
Seagate Country Club
Delray Beach, Fla.
Through May 22

May 22

Texprocess Americas
Techtextil North America
Georgia World Congress Center
Atlanta
Through May 24

Licensing Expo
Mandalay Bay Convention Center
Las Vegas
Through May 24

May 26

"The Wonderland: Mad Fashion Show," LBCC's 38th Biannual Fashion Show

Long Beach City College
Long Beach, Calif.

June 3
Denver Apparel & Accessory Market
Denver Mart
Denver
Through June 4

ITMA Showtime
Suites at Market Square
High Point, N.C.
Through June 6

June 6
Kingpins
Basketball City
New York
Through June 7

Dallas Apparel & Accessories Market
Dallas Market Center
Dallas
Through June 9

FIG
Fashion Industry Gallery

Dallas
Through June 8

June 8
IFJAG
Stewart Hotel
New York
Through June 11

June 10
Fame Moda
AccessoriesTheShow [Pre] Coterie
Javits Center
New York
Through June 12

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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Sophia Denim Opens a Pop-up Store at Fred Segal

After spending time designing handbags and women's ready-to-wear, Sophia Tezel-Tzelepis last year decided to branch out to denim with a label called **Sophia**.

On May 10, she brought her newest collection, dubbed "Rock Girls," to a pop-up store at **Fred Segal** in West Hollywood, Calif. The pop-up runs through May 25.

"I'm looking at it as denim with a twist," said the New York-based designer, who has worked at **Rebecca Minkoff** and **Juicy Couture**. Her inspiration for the 20-piece collection came from late-1960s models including Jane Birken, Jean Shrimpton and Veruschka. "It was a very powerful period,



POP-UP PARTY: From left, Sophia Tezel-Tzelepis; Julia Verdin, a filmmaker; and Ana Gequelin, a model and actor

especially for women," she said.

Looks include a denim pant called the "Snapped," which features a flare around the ankles and rows of buttons below the knees.

Another pant is called the "SuperFly." It's a hip-hugging jean with extra details. If you undo the zippers around the hips, you can pull up the material to create skin-baring panels above the hips.

Other looks include bottoms with denim appliques made in the shape of flowers and denim jeans with zippered pockets. The collection also includes denim halter tops, shorts and denim jackets. "Denim is a lifestyle," she said. "It's so comfortable and easy. It's feminine and strong."

The line retails for \$275 to \$675. The looks come in white, indigo and black. The collection also offers some T-shirts that feature an image of Mati, the Greek folk symbol that wards off evil, Tezel-Tzelepis said. Retail price points for the T-shirts start at \$75.

The designer has started to plan the next season of her denim line with more color using natural dyes.—*Andrew Asch*



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Woodbury Puts Its 'InnerVision' on the Runway

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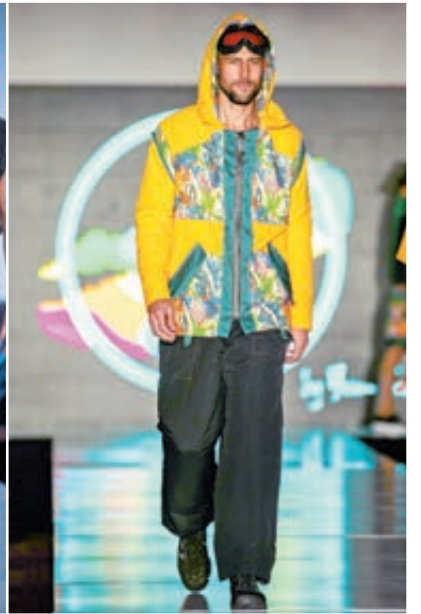
Sophi Melikian



Merced Verbena Jackson



Mariam Aleem



Yvan Tran

Woodbury University presented its 54th annual fashion show, called "InnerVision," which focused on the connection between emotion and fashion.

"These designers made personal stories. They put together garments to make an emotional connection with customers," said Anna Leiker, the chair of the fashion design department at the university, located in Burbank, Calif.

The 14 graduating seniors who showed their fashions on May 5 at the Millennium Biltmore Hotel in downtown Los Angeles put together looks inspired by their aesthetic interests, personal and, sometimes, family histories.

Yvan Tran made looks inspired by California's action-sports lifestyles and the natural environment of Vietnam, the

country from which her parents immigrated.

Stephanie Zarate devoted her senior collection to musings about the happiness of youth and her interests in music and animation. Nouf Alhazmi made a collection of one-of-a-kind pieces intended to be worn by women from her native Saudi Arabia. Kentajia Smith's collection took avant-garde silhouettes and mixed them with the most fanciful colors of brightly colored beetle shells.

Sophi Melikian's collection was inspired in part by the early-20th-century uniforms of the Armenian Revolutionary Federation. One of her great-grandfathers fought with the group. Satenik Kalyan also was inspired by her family's Armenian culture.

Heather Baughman's senior project was inspired by her love of heavy-metal music and its focus on rebellion. Joelle Haiek made a collection called "Buoy-ant," which focuses on being optimistic and able to thrive.

Alejandra Marroquin was inspired by the ocean. Alice Ramirez's collection took its cue from making imperfect things beautiful. Merced Verbena Jackson focused on women's empowerment, and Mariam Aleem explored different looks in denim. The diversity in denim symbolized the diversity in people, she said.

August Chow's collection was called "Blue Vincent." "I was inspired by the power of imagination," she said. Melissa Zarate's collection, called "The Land Between Solar



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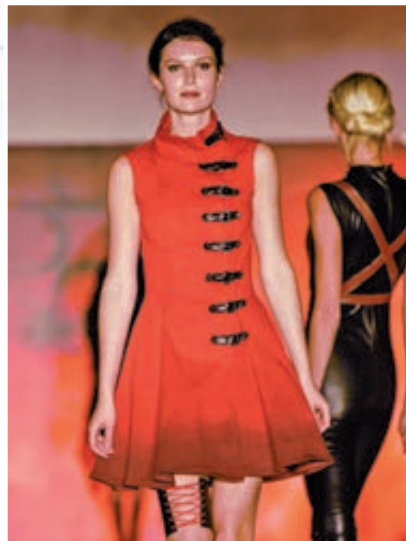
Joelle Haiek



Satenik Kalyan



Kentajia Smith



Alice Ramirez



Melissa Zarate



Heather Baughman

Systems,” was inspired by the austere landscape of Iceland. At the show, Melissa Zarate was honored with the Judith Tamkin Fashion Award for the most innovative senior collection. For this honor, experts from the fashion industry judged students’ creative and technical skills in making a garment.

Woodbury fashion-design students spend the academic year preparing for the show before graduating with a bachelor’s degree in fine arts. Their collections serve as a portfolio to show prospective employers, Leiker said.

The program’s sophomore and junior students also showed some designs during the show.

—Andrew Asch

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CIRCULATION
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Ron Robinson *Continued from page 1*

To observe the anniversary, the store owner will be doing several special events, including some special capsule collections for Ron Robinson shoppers.

The fact that Ron Robinson still exists 40 years later is practically unheard of in this time of retail strife. But Robinson shared a few keys to his company's longevity.

While his stores were located on some of Los Angeles' best retail streets, he said location was only one part of his success. Another element is a point of view he called, "A new-world vision ... old-school values."

It's about being the first to spot a trend. It's also about supporting that cool hunting savvy with what he said is the best of time-tested sales skills.

"The staff is trained to give the customer what is best for them. We want the customer to be satisfied with the product and be introduced to the newest, directional product at the same time," he said. "Our goal is to find that unique item and be able to say, 'It's unique and not everywhere yet. You'll see it first here.' In today's world, it's challenging to have items that are not anywhere else."

The stores aim to create a sense of community and special occasion. The Santa Monica flagship hosts regular yoga classes. A number of celebrities have been spotted at store parties. In 2015, a party was held for Laird, a clothing line helmed by famous surfer Laird Hamilton. Appearing at the party was Oprah Winfrey, actor Orlando Bloom and comedian Sasha Baron Cohen.

Robinson has a network of friends and sources that keeps him tuned to the latest trends. Also responsible for keeping store trends fresh are his long-serving executives, including Karen Meena, vice president of buying; Stacy Robinson, vice president of operations, who is also Ron's wife; and Jennifer Romis, who handles kids' buying; as well as sales chiefs Dulce Perloff and Walter Giedroc.

Ron Robinson buyers also get the opportunity to take risks. "We're willing to go outside of the box. I want to be that outlier," Robinson said. "We also need the foresight and perseverance to maintain the flow of unique product."

The policy has paid off in making Ron Robinson an influential retailer, said Eric Martin, owner of **The Park Showroom**, who has shown a number of brands at Ron Robinson in the past decade. "It's one of the

West Coast's most premium retail-image accounts," Martin said. "It's like having one of the best references industrywide."

Diane Merrick, another veteran retailer, applauded Robinson for his longevity. "They were always the first on the block to have something. You knew that it was the newest and the best," Merrick said. From 1971 to 2006, she ran a self-named **Diane Merrick** boutique a mile or so west of Ron Robinson in the Fred Segal compound on Melrose Avenue. She later moved to Beverly Boulevard until she closed her store in 2017.

"Forty years is a long time to stay in business," she said. "Everything is changing. It's tough to break into the market."

Robinson declined to say how much his company earns. But it's big for an independent boutique operation. Ron Robinson employs 60 people and maintains a



Ron Robinson

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Ron Robinson's Santa Monica flagship



Ron Robinson's Melrose flagship

UBM Fashion Launching New LA Event in November

In November, **UBM Fashion**—organizers of the **MAGIC, Coterie, Project** and **FN Platform** trade shows—will launch a new two-day event bringing together fashion brands and business executives to share ideas, forge connections and find practical solutions.

Called **Remode**, the event will take place Nov. 13–14 and have more than 50 confirmed speakers talking on panels and at other events. The two-day show will include senior executives from fashion brands, retailers, investors and sustainability experts, including **Hanes Brands, Asics, Greats, Fashion Revolution, Wearable X, Maison de Mode, Alice**

& Olivia, Ba&Sh and **Superdry** as well as celebrity fashion designers including Rachel Roy.

“We are attracting speakers who are solving the industry’s greatest challenges,” said Remode founder and fashion entrepreneur Pierre-Nicolas Hurstel. “From the yarn to the final consumer, Remode is bringing together all sectors of the fashion industry to collaborate, innovate and take action toward growth. Attendees will leave the event equipped to break barriers and understand how to truly make a difference within their organizations.”

Working on the new show is Amanda Parkes, chief innovation officer of **Future Tech Lab** and a professor at both

the **Massachusetts Institute of Technology** and **Columbia University**, who has been named content curator.

She will work closely with Hurstel on developing the various industry themes and content.

The new show is designed to help companies rethink their business models. “The rapidly evolving fashion landscape challenges designers to grow their businesses in new and innovative ways,” said Steven Kolb, president and chief executive of the **Council of Fashion Designers of America**. “By partnering with UBM on Remode, we can help our designers navigate the new realities of the fashion business.”—*Deborah Belgum*

Ron Robinson

Continued from page 8

tures, such as the candy store **Treats**, didn’t last more than a few years. But other ventures, such as his fragrance brand **Apothia**, have enjoyed a lot of success. Launched in 2001, the fragrance brand currently is sold to 70 U.S. accounts and distributed overseas.

Even after 40 years, Robinson has no immediate plans of retiring. He can be found on the shop floor most days of the week. He’s also involved in planning the company’s 40th anniversary, which will include releasing a publication on the stores’ history. It will be distributed at the company’s stores and at trade shows. Ron Robinson also plans on selling a collaboration capsule collection with some of his vendors including **Cotton Citizen** and **Nixon** watches. ●

U.S. Textile Industry Calls for Tariffs on Imported Textiles and Apparel

The U.S. textile industry has asked the Trump administration to place tariffs on certain textile and apparel products made by China that may infringe on U.S. companies’ intellectual-property rights.

At a May 17 hearing at the U.S. Trade Representative’s offices in Washington, D.C., Auggie Tantillo, president and chief executive of the **National Council of Textile Organizations**, said the U.S. textile industry “strongly supports the Trump administration’s case to sanction China’s rampant intellectual-property-rights theft.”

Hearings took place over three days to get feedback on President Trump’s plan to levy \$50 billion in tariffs on China for unfair trade practices under Section 301 of the 1974 Trade Act.

“China’s domination of global textile markets has clearly been aided by its rampant theft of U.S. textile intellectual property. From the violation of patents on high-performance fibers, yarns and fabrics to the infringement of copyrighted designs on textile home furnishings, China has gained pricing advantages through blatantly illegal activities,” Tantillo said. “Putting [Section] 301 tariffs on Chinese textile and apparel exports would send a long-overdue signal that these predatory actions will no longer be tolerated.”

Tantillo told the story of a U.S. manufacturer and holder of various patents on fabrics that have highly complex constructions. They are so

sophisticated, he said, they are used in the U.S. military’s “Generation III Extended Cold Weather Clothing System.” One patent covers a composite fabric that is designed to rapidly remove moisture from the skin. It has an outer-layer fabric made of highly absorbent materials and a second inner layer fabric formed with both vertical and horizontal channels, constructed from yarns with a plurality of fibers.

“Despite being solely responsible for these inventions and holding the patents for these products, the U.S. manufacturer finds itself competing against its own fabrics in activewear markets at home and abroad,” he said. “The company has identified garments imported by numerous major U.S. brands that violate their patents. In each of these instances, the infringing fabric was made in China.”

He noted that a U.S. company produces an advanced textile structure for the telecommunications sector that they have made in China for sale in Asian markets. The company obtained numerous patents, including invention patents and utility models in China. Despite those protections, several Chinese companies have knocked off this product in several provinces, Tantillo said.

However, the U.S. textile industry does not want any tariffs placed on imported textile machinery because virtually no textile machinery is made in the United States anymore.—*D.B.*

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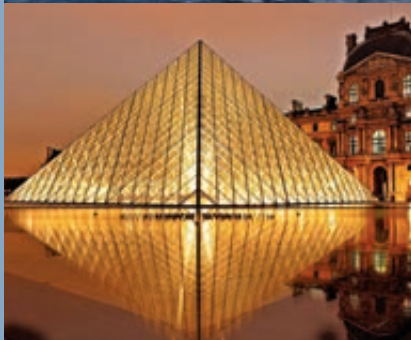


A California Apparel News Special Section

Trade Shows

May 2018

2018



**Q&A
Feature:**
A Look at Trade Shows Over the Next Three Years

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The Crystal Ball Outlook for Trade Shows

The trade-show world is always spinning at a fast pace as event organizers try to keep up with competition, technology and the latest demands for better shows. We caught up with the executives from several apparel and sourcing events to find out what is on the horizon over the next three years. Take a look at their plans for the future.



Mike Alic



Jennifer Bacon



Hillary France



Desiree Hanson



Stephen Krogulski



Gilles Lasbordes

Mike Alic
Fashion Managing Director
UBM Fashion
www.ubmfashion.com

With a goal of driving connections among participants and increasing the level of service, UBM Fashion is ramping up its current offerings both at MAGIC and in its New York shows including Coterie and Project NY.

Examples include enhancing the existing services of retail concierge and matchmaking with state-of-the-art digital tools including recommendation engines driven by artificial intelligence, or AI. Incorporating this new digital layer will create a more efficient and effective program while cohe-

sively adding to the physical experience.

UBM Fashion's online digital platform, ShopTheFloor, will also be revamping its services. Attendees will see an updated interface and navigation, making it easier to browse and discover brands. They will also be able to enjoy a curated shopping experience with personalized recommendations based on the retailer's preferences and suggested brands.

In an ever-changing market, the need for knowledge has become more important than ever. Having seen strong growth recently in retailer and brand attendance at educational seminars at MAGIC and webinars, UBM Fashion is focused on continuing to grow the quality and quantity of its educational offerings, which includes the launch of its

educational hub on UBMFashion.com.

The educational hub will provide resources on key topics for the industry—including fashion trends, omni-channel, merchandising, social-media techniques, e-commerce and other areas of interest for brands and retailers.

Lastly, increasing the trade show's role in brands' visibility and communication to consumers is an area UBM Fashion has seen success with and continues to look for ways to evolve.

Examples of opportunities would include letting consumers participate in the trade shows digitally, in a controlled way and based on the needs of the exhibitors. This will raise

➔ Q&A page 4

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Q&A *Continued from page 3*

brands' profiles and help them amplify their messages—whether it's working with influencers, media partners or using their own channels.

In addition, the upcoming new June [pre] Coterie market will expand the Vintage@Coterie section to include beauty and will be open to consumers.

Jennifer Bacon

Fashion & Apparel Show Director
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In the coming years, traceability will be a must as consumers are more concerned now than ever about where their products are originating from.

Traceability is an integral part of the process contributing toward sustainability, and the textile sector has seen an unprecedented demand for sustainable products from consumers.

There is a strong movement and focus on corporate responsibility and for suppliers to provide socially acceptable and eco-friendly solutions. Traceability and sustainability both feed into this as companies look to fulfill this need. In this day and age, sustainability is not just an option but a growing necessity.

While technology is always evolving, trade shows themselves uphold a unique quality by enabling visitors to actually see and feel materials in person while building their business relationships at the same time.

Face-to-face interactions at our trade shows build trust, understanding and a real sense of a shared mission. It's so easy to misinterpret an email in this digital age, so personal connections can make all the difference in the world when dealing with your partners.

In-person interactions have a greater sense of accountability on both sides, trusting your counterparts and having an overall efficiency. An important aspect of our shows is



Emilie Lewis



Ed Mandelbaum



Cindy Morris

networking for both buyers and exhibitors, which cultivates both old and new connections.

Hillary France

Cofounder and Chief Executive Officer
Brand Assembly
www.brandassembly.com

Over the last five years, our team has worked to broaden exposure for emerging and established brands through our commitment to evolve ahead of the retail landscape.

In the last year, we've made priorities of expanding our category offerings, reaching emerging, local markets and exploring new avenues through our programming.

Through our expansion into two new markets (New York and Dallas), we've come to see the true value of these regional ecosystems. Our brands have benefited from direct contact with high-level buyers who prefer to buy close to home, and our buyers, in turn, have shown a keen interest in our elevated array of brands.

In the next three years, we hope to continue supporting these underserved regions as we continue to experiment with new categories such as lifestyle and beauty, which we are just beginning to deploy with the help of partners like Ban.do, Sugarfina, Casery and more.

We also hope to continue building upon the solid foundation of Brand Assembly's community through our programming in Los Angeles, New York and Dallas. As an industry leader in interactive, informative panel discussions and workshops, we are continuously working to provide our network with content of the highest caliber.

As always, Brand Assembly will maintain the mission to provide our brands, buyers and industry professionals with fresh, exciting trade shows that reflect our specific voice and vision.

Desiree Hanson

Vice President, Fashion Events
Womenswear In Nevada (WWIN)
Clarion UX | Urban Expositions

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With the ever-changing business climate affecting most industries, the WWIN shows are evolving as well. We're launching a number of ongoing show enhancements, changes and new initiatives to continually strengthen exhibitor return on investment and the attendee experience at WWIN.

Over the next three years, these changes will be reflected in a number of areas, including:

Production Selection and Merchandising: Throughout its 20-plus-year history, WWIN has built a strong reputation as an order-writing womenswear show with heavy emphasis on the modern, updated (misses) sector. While we will never lose sight of this key-sector foundation, our sales team is working to bring in more new, different, better brands and fresh, contemporary lines along with expanded accessories offerings to meet the needs of the buyers.

We continue to refine booth placement to ensure the show floor is merchandised in a way that makes the most sense for our buyers and exhibitors. We redesigned our popular Fashion Showcase lobby displays earlier this year and will update and refresh these featured areas giving buyers a fun preview of what they'll find inside on the show floor.

The Experience—Matchmaking, Networking, Events: ➔ Q&A page 6



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SHOWROOMS: October 16–20, 2018
TEMPORARIES: October 17–20, 2018

February Atlanta Apparel

SHOWROOMS: February 5–9, 2019
TEMPORARIES: February 6–9, 2019

April Atlanta Apparel

SHOWROOMS: April 2–6, 2019
TEMPORARIES: April 3–6, 2019

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Q&A *Continued from page 4*

We launched our WWIN Buyers Club this year to offer concierge-level service to the show's key accounts and some new buyer segments.

As we continue to listen to our customers, we understand the important need to make new introductions and connections between buyers and exhibitors. Enhanced matchmaking opportunities will be introduced to connect buyers with exhibitors who match their profile.

Buyers can also look forward to a more robust event roster at WWIN, with the addition of high-energy fashion shows, more educational WWIN workshops and retailer panel discussions. WWIN will also continue to enhance its popular complimentary breakfast and lunch feature with fresh, new themed menus and fun food offerings.

These changes and other show enhancements are all in direct response to feedback from our customers, and that's one thing that will never change at WWIN. Our show selection, services and features will continue to evolve to most effectively meet the business and professional development needs of our buyer and exhibitor audiences.

Stephen Krogulski
Chief Executive Officer
Offprice Show
www.offpriceshow.com

Our community is looking for more business opportunities year-round, not just at the Las Vegas and New York City retail trade shows that have been our roots.

People asked for more interaction online, and we responded by launching our online marketplace at Offprice365.com this February. Over the next few years, we're expecting the online extension of our trade show to grow and help off-price buyers and sellers connect in ways that may not have been previously possible.

Small boutique owners to national-level buyers—and



Sharifa Murdock



Lucia Palacios



Judy Stein

everyone in-between—will find value in incorporating an off-price strategy in the years ahead, whether it be through online or offline channels.

Our buyers are busy. Many own and operate their own retail stores and finding the time or money to travel to trade shows isn't always possible. So far, Offprice365 has been a great tool for buyers who can't attend every show. For others, it's been a valuable resource for sourcing quick fill-in products for their stores between shows.

Over the next three years, we'll focus on growing our Offprice community 365 days a year, no matter whether buyers and sellers are scrolling their feeds at home or shaking hands on the show floor.

The retail landscape is evolving. Major department stores are shuttering, but new stores and boutiques are opening new storefronts as well. Especially for new business owners, educational opportunities and networking are key to launching a successful store. In the next three years, we're hoping to offer more educational opportunities, both at the show and online.

Products in the off-price channel fall under many more categories than clothing, footwear and accessories. We're reaching out to our community to find out which products would boost their margins and satisfy their customers but also enhance our show. You can sign up for the Offprice

Show newsletter online for show updates as they happen.

Gilles Lasbordes
General Manager
Première Vision
www.premierevision.com

The question is more how we see the trade-show business evolving in the next three years because it's already changing quickly.

Actually, regarding Première Vision's specific sector—the one of selective, creative, international fashion trade shows—we see it going

to an articulation between complementary physical shows and digital events.

There still needs to be physical moments, which are the actual trade shows. They are to become more experiential events where brands and designers get inspired, learn, exchange and get information.

At specific dates, those trade fairs are times for the industry to meet, to feel the trends, to discover a selective and creative offer, to touch the material as well as meet providers and clients and do business.

But in addition to these physical appointments, we see digital tools and zones growing, allowing the industry to carry on making business all year long in response to the need of continuous sourcing for brands.

That's the actual direction Première Vision is taking in the next few years through its new Marketplace. This new digital platform will be launched officially in September and will present online booths and areas for every exhibitor. Through this new digital space, people can communicate and have a digital window all year long. It's a platform that is more business oriented, providing services, visibility and a rich offer throughout the seasons.

This is how we see our trade shows evolving in the next three years: digital continuous events complemented by more-experience-oriented punctual physical shows.

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Emilie Lewis
 Director
 California Market Center
www.californiamarketcenter.com

Moving into the second half of 2018, the California Market Center has gone through some highly anticipated changes and is expecting many more ahead in the coming months and years.

We are excited to announce that the CMC has undergone a complete change in building and show management. Now owned and operated by Brookfield Properties, one of LA's premier-real-estate-development firms, the CMC is in expert hands.

Over the next two years, Brookfield's mission is to completely renovate the building—inside and out—reinvest in our fashion trade events, expand our retail and brand partnerships, revive the CMC as the permanent home to hundreds of fashion showrooms, and, ultimately, breathe new life back into the Los Angeles fashion community.

Brookfield has also hired a brand-new show-management team to run the CMC and our trade shows: LA Textile and Select/Transit. We are excited to welcome six new team members from some of the leading fashion trade-show and events companies in the world.

Combined with our team of knowledgeable, longstanding CMC staff, we are thrilled to have a strong and dedicated team supporting our building and trade shows.

On our team, we have the prior events director of Saks, the senior marketing manager of UBM Fashion, the account executive of Project Womens, the buying manager of Kitson, the retail manager of G-Star RAW and myself, the former director of Coterie. Together we have produced more than 700 fashion trade shows and events and have more than 100 years of experience in the B2B fashion wholesale industry.

October 2018 will present one of our most anticipated changes to our show portfolio—the rebrand of our Select and Transit shows. They will be combined into a new curated show environment called Label Array.

Attendees can expect to start seeing improvements during the June edition of Select/Transit and a completely new experience in October for LA Textile and Label Array. We are excited to unveil a re-imagined and refreshed platform to shop, learn and network within the heart of the iconic LA Fashion District.

We've been listening to the feedback of our brands and buyers and are making every effort to quickly roll out bold changes to our shows by providing an elevated and improved aesthetic, on-site experience, brand portfolio and retail presence. These changes are only the start of what's to come for the CMC, and we look forward to working closely with the fashion community to elevate the CMC to heights it has never experienced before.

Ed Mandelbaum
 Cofounder
 Designers and Agents
www.designersandagents.com

Three years is a lifetime in

fashion years. We are thinking more about what is happening now and what is coming next to engage both our retail audience and our exhibitors on a regular basis.

D&A's strength is the ability to be responsive to the changing landscape in our segment of the market. With that in mind, D&A will launch independent goods (i.g.) at its upcoming Los Angeles show June 18–20.

I.g. will contain a selection of well-curated offerings—each with its own distinct identity. It will be a cross-category offering drawing from the areas of ready-to-wear, accessories, beauty, wellness and decorative objects.

Designers & Agents has had a broad focus on independent ready-to-wear and accessories and has also put a spotlight on sustainable design.

Independent goods will add another layer to the mix, which speaks to the show's pas-

sion for creative integrity and the necessity for retailers to have a broader range of great product.

Cindy Morris
 President and Chief Executive
 Dallas Market Center

The most important word we are using when forecasting our business is engagement.

Three years from now the competitive pressures on retailers will only be greater, so our customers—both buyers and sellers—need more efficient and inspiring methods of engagement with people and products. That's why we are investing in new platforms, tools and an enhanced show experience that adds engagement value for our customers.

What does that mean? More space dedicated to emerging designers and smaller

companies to support their point of view and fresh designs, which retailers crave. That will also mean capitalizing upon our unmatched range of categories and even adding new categories of product to help retailers thrive.

And that means delivering information while at market that helps educate and inspire via digital and mobile tools. As stores compete for the attention of consumers who are spending more time and money on technology, services and events, those elements need to be integrated into our trade events.

So our technology, our services and our events need to be highly engaging and experiential. By working together, we are ensuring that three years down the road we are creating even better reasons to do business in Dallas.

➔ Q&A page 8



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Q&A *Continued from page 7*

Sharifa Murdock
Partner
Liberty Fairs
www.libertyfairs.com

Over the next three years we will continue to invigorate our three trade shows—Liberty, Capsule and Cabana—with more consumer-facing elements and enhanced brand activations.

We know that our brands want a platform where they can not only do business but also showcase the incredible things they are creating to innovate and stand out in the industry and to their customers.

We are going to continue with our programming, including Assembly and The Pillars, to give all of our attendees the chance to connect and discover. Assembly in Las Vegas was a big success that brought brands, buyers and the general public together to listen and learn from the thoughtful leaders in our industry.

The Pillars proved to be a really interesting feature on our floor that presented collections focusing on important topics, including collaboration, sustainability and exclusivity. So we are going to continue with this and expand it with more categories and brands.

We also just acquired Capsule, which will be positioned as the women's answer to Liberty (which only showcases men's and dual-gender brands).

The next few years are going to be exciting for the Liberty community as we continue our growth and evolution to help bring the best in emerging and established fashion to the forefront of the industry.

Lucia Palacios
Executive Director
Apparel Sourcing Show
Guatemala Apparel & Textile Association
www.apparelexpo.com

The Apparel Sourcing Show follows the market trends of the United States because those trends are the show's main market emphasis. The show exhibits an integrated supply chain to meet with those market demands and the newest trends.

I think the show will have a lot of technology and machinery, software, new fabric developments and other necessary inputs that make this industry more competitive, faster and flexible for our markets.

Judy Stein
Executive Director
Swimwear Association of Florida/Miami
SwimShow
www.swimshow.com

SwimShow is the premier resource for buyers from all swimwear categories and caters to designer boutiques, resort shops, specialty stores, surf shops, department stores, mass merchants and more.

The four-day trade show is considered the swimwear industry's biggest, best and most established annual exhibition. In keeping with that framework, we always challenge ourselves by adding or reinventing small elements that can make our show better.

The mission of our organization has always been about quality, quantity and convenience. We understand that the benchmarks of a successful show are measured by these standards, and we look forward to not just meeting but also surpassing these expectations year after year with the top brands and the most significant buyers all under one roof.

Caron Stover
Vice President of Apparel Trade Show Sales
Atlanta Apparel
www.AmericasMart.com

Atlanta Apparel is centered on creating an unparalleled market for our buyers and exhibitors. In the next three years, we will continue to focus on all aspects of that experience.

From educational seminars and cutting-edge fashion shows to influencer networking events, stunning photo shoots and physical expansions, attendees can expect major enhancements that will take the market to the next level.

Known for its rapidly growing and celebrated collections, Atlanta Apparel promises to deliver even more quality and variety in the future. Fashion-forward retailers can count on more emerging designers and new brands coming to Atlanta, augmenting the current lines of trend-driven contemporary apparel, shoes and accessories. As an example, the Resort collection will be enriched as Atlanta Apparel positions itself to become the top destination for that category.

As collections continue to evolve, Atlanta Apparel is positioned to move beyond re-



Caron Stover



Mary Taft

gional strength to offer a national experience to our buyers, built on burgeoning relationships and expanded exhibit space.

However, Southern hospitality will always be integral to our markets. Atlanta Apparel prides itself on its strong local ties and will continue to strengthen its relationships with the community. Market-goers can anticipate more collaborations with area businesses—breweries, wineries, chefs—for a glimpse of what Atlanta has to offer.

With strong leadership and strategic planning, Atlanta Apparel looks forward to the coming years and meeting challenges and opportunities with fresh ideas and new vision for the industry.

Mary Taft
Executive Director
Fashion Market Northern California
www.fashionmarketnorcal.com

FMNC will continue to offer a very cost-effective show for both the buyers and manufacturers who attend. The one-night free hotel room offered to new buyers upon their first visit to the show is a popular perk because once they see how convenient the show is, they usually return.

FMNC will still offer lunch, parking reimbursement, hotel shuttle, continental breakfast, afternoon treats and the Monday night "Sip & Shop" event.

The San Mateo County Event Center venue offers a great location, which is only 20 minutes from San Francisco, an easy drive from wine country, Marin County, the East Bay and the Central Valley.

The unique booth system gives a fresh backdrop for all merchandise categories, unlike any other shows.

FMNC offers a real sense of community—to exhibitors as well as buyers—and will continue to offer a friendly and fun shopping experience. ●

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Shop & Dine

By Andrew Asch and Dorothy Crouch

Keeping pace with a busy trade-show schedule is exciting but exhausting. At the end of a day spent running between appointments, making new connections, visiting with longtime partners and negotiating deals, enjoying a delicious meal or strolling around a unique shop is the perfect way to recharge.

Save energy by planning ahead by making reservations and thinking about how to spend limited—but precious—leisure time. The following restaurant and retail picks are some of the freshest and most buzzworthy spots in every major trade-show city right now.



Traffic (before remodel)

LOS ANGELES

Traffic Los Angeles

The Beverly Center

8500 Beverly Blvd.

(310) 659-3438

www.shoptrafficla.com

One of Los Angeles' longest-running fashion boutiques at the Beverly Center is revamping its look and starting all over.

Soon, Traffic Los Angeles is scheduled to unveil a renovation that is so extensive that it will seem like a new store, said Michael Dovan, Traffic's owner.

"It was demolished. We started from scratch. We built it from there," he said of the new Traffic Los Angeles site. Located on the sixth floor of the shopping center, the 5,570-square-foot boutique was designed by Design Research Studio, headed by star interior designer Tom Dixon. His dramatic and occasionally avant-garde interiors and lighting designs gained a lot of headlines in 2016 when he opened a self-named Tom Dixon store at the Platform retail center in Culver City, Calif.

The new Traffic Los Angeles will include women's and men's clothing under the same roof, but they'll be divided by a barrier. Dovan said shoppers will be able to walk around the barrier to get to various points of the store. But they won't be able to see through the barrier, which will give the opposite sexes some privacy while shopping. Until recently, Traffic Los Angeles ran separate men's and women's stores at the Beverly Center.

The shop's commitment to high-end and adventurous designers will continue. The merchandise mix will include Alexander McQueen, Balmain, Commes des Garçons, Dolce & Gabbana, Off-White, Thom Browne, Isabel Marant, Haider Ackerman and Ann Deulemeester.

Since opening its first Los Angeles boutique in Hollywood in 1977, it has gained fame and in 1984 became one of the Beverly Center's first tenants. Traffic has been known to be a go-to place for designers. "Traffic played a major role for fashion in LA. They were the forerunners and the trailblazers in fashion," said veteran stylist Bernard G. Jacobs. "LA is basically a denim and T-shirt town. But Traffic carried Issey Miyake and all of these Japanese brands. They had all these things that no one else had. You couldn't be in LA without coming to Traffic."



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MURPHY O'BRIEN



Brea



Le Point



Birdsong

HEATHER LOCKWOOD

ceilings with a minimalistic aesthetic.

Montupet does the buying for the shop. When she tells brands that her boutique is in California, they often assume that she is interested in selling tank tops and shorts. "I say, 'You have never been to San Francisco,'" she joked.

It's rarely warm, but it's rarely as cold as the North-

east. Light jackets and sweaters always sell well at Le Point, she said. The shop's customers include international tourists and locals.

Brands sold at the 850-square-foot shop, which caters to men and women, include Creatures of Comfort, Opening Ceremony, Mr. Larkin and Veda. A lot of Le Point's merchandise has a casual style mixed with an artsy style. Looks range from swimwear to raincoats with a focus on dresses and tees.

➔ Shop & Dine page 12

Brea

939 S. Figueroa St.
(213) 660-3006
www.brevadtla.com

Following a redesign, the iconic Hotel Figueroa in downtown Los Angeles reopened in February with a slightly updated look. The former YWCA hotel for women first opened its doors in 1926. While the renovation provided a fresh look, some of the original Spanish Colonial-style elements remain.

The new restaurant's interior was designed by Adam Goldstein, Leslie Kale and Christian Schulz of the Santa Monica, Calif.-based Studio Collective. Inside the long space with high ceilings, green leather-upholstered tufted booths are set against one wall paneled in light wood. The other side features banquet-style seating while marble-top tables line the center of the space. Natural light illuminates the space from windows that look out onto a lobby waiting area while lamps affixed to the walls and chandeliers hang from above, providing comfortable lighting at night.

With this redesign, four-time James Beard award nominee Chef Casey Lane signed on to create dining experiences, teaming up with bartending expert Dushan Zaric for the hotel's restaurants and bars, including Brea, which is named for a Spanish fig and serves Basque-inspired fare.

A bar menu features light servings, including gazpacho, ham-and-cheese croquettes, oysters and hummus with crudites and flatbread. Small plates include fried potatoes with romesco aioli, yams with serrano-chili yogurt and chives, a bone marrow-and-chimichurri celery salad, mushrooms roasted with Pedro Ximenez sherry and za'atar chicken wings complemented by a sherry glaze.

In addition to its beef offerings—which include a dry-aged burger, 40-day dry-aged top round, 40-day dry-aged short rib and 35-day dry-aged T-bone—Brea serves easy main dishes, including a roasted cauliflower chop with walnut-and-caper salsa and shellfish and chorizo served in sherry. Finish the meal with the mille feuille, a buttery pastry that features honey mascarpone cream and rose-petal jam.

SAN FRANCISCO

Le Point

301 Valencia St.
(415) 400-4275
www.shoplepoint.com

San Francisco gained an unfair reputation as being a town filled with hoodie-wearing tech nerds, said Pauline Montupet, the owner/buyer for Le Point, located in the city's Mission District.

San Franciscans are becoming more interested in fashion, and they're ready for the independent and emerging fashion labels at Le

Point, she said. "San Francisco is a really casual town," she said. "You could wear a crazy statement skirt, but you would have sneakers on. ... Our point of view is to make conceptual fashion accessible and fun." A typical look for Montupet would be black trousers, a white T-shirt, sneakers and mesh socks.

She started her fashion career as a stylist who worked on editorial shoots for some of the Bay Area's big brands, including Levi's and The Gap. Part of the fun of running a shop is developing an editorial vision, like a shoot, and building it into the shop. She described the shop's look as having airy



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Rockin Bettie



Once



Elizabeth W



Sassetta

Shop & Dine *Continued from page 11*

Birdsong
1085 Mission St.
(415) 369-9161
www.birdsongsf.com

Formerly of Saison and Atelier Crenn, Chris Bleidorn elevates farm-fresh cuisine at Birdsong, located in that South of Market district

known as SoMA. Concentrating on sourcing ingredients from along the Pacific Northwest, Bleidorn's focus is on food preparation—such as in-house butchering, smoking and dry-aging meat in addition to cheese making—which lays the foundation for exquisite meals.

While the restaurant has been presenting its cuisine through a tasting menu since its May 1 opening, Birdsong will eventually offer items a la carte. The current preview menu includes

Pacific scallops with salted liver in an apricot vinegar and ice plant; fish and chips served as halibut and pommes halibut with pommes soufflé; and a wild boar that is accompanied by grilled brassicas, grains and dried fruit. One dish on the menu that exemplifies Bleidorn's dedication to his craft is the creek-sourced, cedar-warmed trout that has been cured and smoked and served with skin and roe, horse-radish mayonnaise custard made with dried

bones and scraped belly meat.

Sommelier Freddy Foot created a wine list comprising European selections and others from the Pacific Northwest, which complements the flavors of Bleidorn's food.

Working with the design firm Saint, Bleidorn and his business and life partner, Aarti Shetty, created a space that takes its cue from the coastal regions and uses materials including locally sourced wood, Douglas-fir flooring and custom features including an oven suite and walk-in glass meat locker. Creating an inviting, home-like atmosphere, the team used custom Korean ceramic dishware in pastel colors from pottery specialists KwangJuYo to support the comfortable, light atmosphere.

LAS VEGAS


Rockin Bettie
1302 S. Third St.
(707) 877-3000
www.rockinbettie.com

Every April, people from across the globe travel to the annual Viva Las Vegas Rockabilly Weekend for car shows, dancing and concerts. The event is inspired by the 1950s sound and style of Elvis Presley, Buddy Holly, Marilyn Monroe and Bettie Page.

Las Vegas' Rockin Bettie boutique has been at the center of this rockabilly Woodstock for seven years. It hosts parties for Viva Las Vegas. It sells clothes at the car-show grounds, and the store's owner, Amy Ortiz, can always be found on the dance floor at Viva Las Vegas events.


In March, Rockin Bettie relocated to a 1,800-square-foot shop on a spot that offers a backyard. It's perfect for hosting intimate shows for rockabilly bands coming through Las Vegas, Ortiz said. One space in her shop is reserved for photo shoots, where rockabilly devotees can be photographed in vintage-style sets such as a 1950s kitchen. Another space is devoted to brands specializing in reproductions of rockabilly styles. Brands include American labels such as Bettie Page Clothing and Voodoo Vixen as well as Canadian brand Rebel Love Clothing and German label Atixo. The space offers clothes for men, women and children. Retail price points range from \$30 to \$140. Sizes go up to 5X for women.

Rockin Bettie has the reputation of being the real deal for people who live the rockabilly lifestyle, said Karen Mamont, a Viva Las Vegas promoter and a former marketing director for the California Market Center in Los Angeles. "We like to wear circle skirts, pencil skirts, clam diggers, straight-leg pants, peasant tops and Mexican-inspired outfits," Mamont said of the scene's styles. "Rockin Bettie covers all of the silhouettes."



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After launching Peruvian-influenced restaurants, including Mo-chica in Los Angeles and Marina del Rey, Calif.'s Paiche, chef Ricardo Zarate recently brought the flavors of his home country to The Palazzo. With the March launch of Once, which is the Spanish word for the number 11 and a nod to his birth order among 13 siblings, Zarate hoped to bring the flavors of his childhood in Peru to the Las Vegas strip while providing a moment to relax in a rustic, natural setting.

Accommodating 200 patrons, Once's décor was inspired by Peru and features live plants, which create floor-to-ceiling walls of greenery. The space is softly illuminated. For larger groups, there is patio seating featuring five communal tables.

In addition to creating dishes that showcase Peruvian flavors, Zarate's cuisine also pulls from Japanese culinary culture. This Peruvian-Nikkei blend can be found in specialties such as big-eye tuna sashimi ceviche with black truffle and kizami tiger's milk; arroz chaufa—or Peruvian fried rice—with snow crab, yuzu aioli and crispy calamari, and an ox-tail bibimbap with black mint stew, tacu tacu rice, fried egg and plantains.

For dessert, guests can indulge in a Pisco flan, passion fruit—and-guava sorbet or churros that are filled with white or dark chocolate or caramel.

While Once offers beer and wine, its cocktails are the star libations, with specialties including the Inca Trailblazer, a silver rum, Inca soda slushy with chicha morada or Yuzu Me, which is made with gin, wasabi simple syrup, lime and yuzu.

DALLAS
Elizabeth W
 4214 Oak Lawn Ave.
 (214) 616-9847
shopelizabethw.com

For those who know a little history about the Dallas Market, the name Robert Creel should ring a bell. He ran five fashion showrooms in Dallas under the aegis of Robert Creel & Associates.

He also worked as a sportswear buyer for Neiman Marcus. In January, he and his wife, Elizabeth Ward Creel, opened a boutique called Elizabeth W. It's located in the well-heeled Dallas enclave of Highland Park, where the 1980s TV soap opera "Dallas" was shot on location.

The Elizabeth W boutique is located in The Shops at Highland Park, a high-end retail center. The store's neighbors include complementary businesses such as a Dry-bar hair salon as well as tanning and nail salons.

With so many businesses vying for attention from Highland Park's fashionistas, it's crucial to create a point of difference. "It's all about customer service," said Ward Creel, who worked as a retail executive for more than a decade. "People are busier than ever and we want to create an experience for them. We provide personal styling, both in the store and in the comfort of their

own homes. We do special ordering if they are looking for something that is not in the store."

Wardrobe consultation is another one of the boutique's services. Ward Creel said the store helps Highland Park shoppers create looks for the area's busy social calendars, which include luncheons and charity events.

The store's selection of clothing includes contemporary designer labels with retail price points that range from \$40 to \$1,200. "We've focused on bringing on emerging designers. It adds an additional layer to what people can already find," Ward Creel said.

Emerging labels include Canadian brand Beaufile, Delfi Collective, A Peace Treaty and Dorothee Shumacher. Up next for Elizabeth W is starting an e-commerce site in order to become an omni-channel retailer. "This is the way you stay relevant in this market," the store owner said.

Sassetta
 1617 Hi Line Drive, Suite 395
 (214) 307-5690
www.sassetta-dallas.com

Opened one year ago, Sassetta offers Italian specialties and is famous for its handmade pasta and wood-fired pizza. Offering fine Italian dining, Sassetta is located in the city's Decorative Center, a 10,000-square-foot-space. Under the direction of former CBD Provisions Executive Chef Michael Sidoni, Sassetta's team includes Chris Klimenko as executive chef and Richard Blankenship, who is the food and beverage director.

Diners who are interested in small plates for sharing should choose from dishes such as whipped ricotta with sourdough bread and extra virgin olive oil, fritto misto, yellowfin tuna crudo, steak tartare and dry-aged beef meatballs. While the pasta is well known around town, there is also pizza available to suit any

palate. Recipes range from a simple—but satisfying—classic margherita to a gourmet taleggio, parmesan, black pepper and burnt honey pizza.

Those patrons who want to indulge in a hearty pasta dinner will find an array of different types including a gemelli arrabbiata, orecchiette with fennel sausage and potato gnocchi with a green-kale pesto.

If there is room for dessert, finish the meal with a roasted banana budino, chocolate hazelnut torta with olive oil and cocoa crumble, lemon layered cake, or an assortment of gelato or buttermilk panna cotta with a pistachio crumble and hibiscus syrup. The full bar offers wine by the glass or bottle, beer and cocktails, such as the Sassetta Spritz made with aperol, prosecco and rosa vermouth or the Bicycle Thief, which includes rye, bonal, cynar and sweet vermouth.

➔ Shop & Dine page 16



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Next Century



Legacy Records



Antidote



Chotto Matte

DOUGLAS FRIEDMAN

SAMANTHA SANTIAGO

Shop & Dine *Continued from page 13*

NEW YORK

Next Century

21 Dey St.
(212) 227-9092
locations.c21stores.com/en/next-century

One of New York City's most celebrated fashion retail stories of the past year had its start in a bargain basement.

Since the early 1960s, Century 21 has been a purveyor of off-price clothes and runs about 13 department stores, mostly in the New York City area.

At its location in Lower Manhattan, Century 21 unveiled Next Century. It's a high-end concept boutique inside one of New York's prominent discount stores. The 3,100-square-foot Next Century has a coffee and tea bar as well as a lounge stocked with vintage magazines waiting to be read.

The star attractions are the clothes, of course. It offers back stock from designer brands, such as Balenciaga, Gucci and Dior. Also offered are emerging labels such as Maison Mayle and other limited-edition items.

Century 21's location in Lower Manhattan draws a tourist crowd, but Next Century has a fashion-insider sensibility. The people who started the concept store were Century 21 co-owners Isaac Gindi and Chrissie Miller. Miller founded a fashion line called Sophomore, which had been sold in hip e-emporium Revolve and got ink from glossy magazines such as *Vogue*. She also produced a YouTube show called "Club Chrissie With Pharrell Williams."

Legacy Records

517 W 38th St.
www.legacyrecordsnyc.com

In the building that once housed the Legacy Recording Studio, Legacy Records restaurant opened in March as part of the new Ken Fulk-designed Henry Hall residential space. The green coffered ceiling inset with cane affords a retro atmosphere and is complemented by banquettes in a softly worn, caramel-color leather.

The Hudson Yards-area restaurant celebrates the bodies of water surrounding New York City through coastal American cuisine with Mediterranean touches. An alumnus of San Francisco's Rubicon and a Rising Star James Beard nominee, Ryan Hardy serves as the executive chef while Henry Zamora, formerly of The French Laundry in Yountville, Calif., came on board as the chef de cuisine and Jeff Bell joined the team as Legacy Records' director of bars.

The crudo menu features dishes such as Montauk tuna belly and Japanese sea urchin with Dungeness crab and lime. Small plates include sprouted-seed bread with cultured butter and rosemary lardo; hand-pulled mozzarella with celery, apple and almonds; and wood-roasted octopus with mint salsa verde.

Pasta dishes include a ravioli served with spring peas and charred baby leek and spaghetti prepared with cuttlefish and a sauce made from its ink. Meant for sharing between two guests, the risotto is prepared with sweet peas, prosciutto and Parmesan cheese. Patrons who prefer roasted dishes will enjoy selections such as the Block Island black bass served with artichoke and squid, branzino with a salsa verde and Amalfi lemon, or

dry-aged beef rib eye with spigarello, chantarelles and garlic. In addition to a gelato selection, the dessert menu offers strawberries with cherry blossoms and goat-milk fior di latte, rhubarb poached in elderflower accompanied by Greek yogurt and honey crunch, and a dark-chocolate meringata with Venezuelan rum cake and Indonesian long pepper.

MIAMI

Antidote

2613 NW 26th St.
(786) 615-3395
www.antidotestore.us

The world needs more sustainable fashion, Sophie Zembra said. So she opened her sustainable fashion shop in Miami, which had few eco-fashion boutiques.

The sustainable clothing category is going through a change and beyond its roots of basics made with eco fabrics, Zembra said. It's clothing with a contemporary and design edge.

She believes that people will come to Antidote to shop for fashion they love first. "It was a challenge to give people a product they want and make it sustainable. Sustainability was the cherry on the cake," she said in her French-inflected English. If sustainable clothing is made with a stylish edge, sustainable fashion will become the norm, Zembra said.

The boutique's retail price points range from \$20 to \$2,000. Brands sold at the store include leading sustainable fashion brands including Stella McCartney and Edun. Also sold are

➔ Shop & Dine page 18

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Texworld USA and Apparel Sourcing USA bring the best in vendors and educational seminars to a growing list of attendees

Spanning five halls and 118,000 square feet of New York City's Javits Convention Center, Texworld USA is an annual juggernaut of a textile and sourcing trade show, encompassing both Apparel Sourcing USA and Home Textile Sourcing USA. Now in its 12th year under the umbrella of Messe Frankfurt North America, Texworld USA will take place July 23–25, 2018. The show draws an ever-expanding crowd of attendees. Some 7,000 buyers are expected, and the event will feature 15 product categories and upward of 500 vendors at Texworld and 200 at Apparel Sourcing. While the show does attract major buyers, its "sweet spot" is mass market, for whom price point, in addition to quality, is key.

The goal, as always, according to Show Director Jennifer Bacon, is to be a "must-attend destination that offers a platform for networking, sourcing, and education." Texworld USA draws a wide variety of vendors from China, Hong Kong, South Korea, and Taiwan along with Turkey, Colombia, Peru, and Central America. Since Bacon took charge of the show, she has assiduously worked to upgrade and maintain the quality of the exhibitors. A selection committee vets all applicants to ensure the offerings are of high quality.

Beyond the buying and selling opportunities, however, Texworld USA is a highly informative event and is always elevating its offerings to help its attendees achieve success. "Texworld's big thing is education," Bacon points out. Topical seminars, panel discussions, roundtables, and how-to workshops punctuate the daily schedule and all are free of charge. That fact is a significant added-value component, particularly for startups and small companies,

whose interests are very much the focus of Texworld USA. "We have a lot of programs for startup businesses," Bacon says. "They may not have the time nor resources to pay for the education we offer."

The show gathering is exuberant and dynamic, the possibilities so numerous and varied, that it can be somewhat intimidating at first. Bacon and her staff understand that and work hard to provide various focal points highlighting the trends of the season for Autumn/Winter 2019–2020. There is the traditional Texworld Showcase Trend area, which features a curated selection of on-trend textiles offered by exhibitors at the show, along with an accompanying booth number where they can be found. A second trend area spotlights a particular fabric, such as last year's focus on denim. For Summer 2018, the trend is "Fabrics, Trims, and Accessories." Yet another focal point is Resource Row, "a value-added for attendees," Bacon says. These booths offer information on such topics as recycling solutions, trend forecasting, business development, and textile education.

The ample educational opportunities this year also include the Texworld USA Seminar Series, organized by Lenzing Fibers, who is a longtime staple of the show. These seminars will cover diverse industry-specific topics and be held multiple times throughout the day. Among the offerings include a talk on color trends by Vice President of the Pantone Color Institute Laurie Pressman.

Texworld also offers the more casual and interactive Textile Talks in conjunction with Lenzing and StartUp Fashion. There will be numerous sessions each day with

panel discussions among industry experts once again dealing with relevant topics to the trade. The more intimate Apparel Sourcing USA has a Spotlight area featuring "The Art of Customization—Findings, Trims, and Accessories." The show will also feature a trim activation curated by the Trim Queen, Jana Platina Phipps, a New York City-based embellishment expert known for her refined vision in the use of trims in fashion and home furnishings. Phipps will also be conducting a hands-on workshop on how to create trims. "This generation values individuality. Recent apparel has heavy trims—tassels, buttons, zippers, pom-poms, lace. It's taking a garment and making it unique and something of your own."

New for 2018 is a collaboration with Fashionindex called the Local Loft. This area will be a place for local and sustainable manufacturers and factories who have small minimum-order requirements to showcase their fabrics.

There's so much to see and do in a few short days that, in response, Bacon has expanded the relatively new Explore the Floor program, in which industry experts offer personal guided tours of the show floor to acquaint buyers on various topics such as sustainability. And that is the great advantage of Texworld USA—a quality that has garnered the trade show a fiercely loyal following—its desire to provide all the help its participants need to do business as efficiently and completely as possible and to learn something new in the process.

"There are actually a lot of treasures hidden in this show," Bacon says. "We encourage buyers to meet with their current suppliers and they will also find gems with new suppliers."

TEXWORLD
USA

apparelsourcing
USA

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texworldusa.com

July 23–25, 2018
Javits Center, New York City

Shop & Dine *Continued from page 16*

emerging brands including Where Mountains Meet; brands focusing on recycled and repurposed clothes, including Re/Done; and labels that vow to use no animal products, including Wylde. Many of Antidote's vendors manufacture their products domestically.

The 1,110-square-foot boutique put its credo in its physical design. It was constructed with eco cement, nontoxic paints and natural woods. Colors used in the boutique include pinks, greens, blues and yellows.

Chotto Matte

1664 Lenox Ave.

(305) 690-0743

www.chotto-matte.com/miami

The London-based Chotto Matte opened its first location in the United States earlier this year by choosing a Miami Beach location with a soaring ceiling that opens with a retractable roof. The brand fits nicely into its new home near Lincoln Road.

Known for its sushi and robata-grill dishes, Chotto Matte serves small plates intended for sharing. Led by chefs Jordan Sclare and Jimmy Gallagher, Chotto Matte brings the Nikkei-Peruvian dining experience to South Beach.

Starters include Nikkei gyoza, beef-fillet tataki served with aji panca and passion fruit salsa, and Chotto ceviche. Sushi and sashimi offerings include traditionally prepared dishes and Nikkei-dressed sushi such as tuna yuzu soy, branzino ceviche and eggplant miso.

On the tasting menu, four different sharing experiences are available, including Nikkei styles, a vegetarian selection and a chef's menu. For its anticuchería barbecue, the restaurant applies the traditional Peruvian flavors to different seafood and meats including gambas tigre a la parrilla, a tiger shrimp in aji lemon garlic and nashi pear salsa. There is also an oji de Costilla, or 28-day aged Angus rib-eye steak.

There is also a Nikkei robata menu with dishes including spicy teriyaki beef fillet with a pomegranate salsa, miso chicken served with a yellow chili salsa of carrot and daikon, and a maize huancaína, which is corn served with yellow chili and

queso fresco. Chotto Matte's anticuchería barbecue features dishes that are chargrilled over hot coals after soaking in a marinade that uses aji panca and amarillo chili.

If there is room for dessert, Chotto Matte has a dessert platter customized for each table.



Ponce Denim Company



Bulla Gastrobar

CHRIS WATKINS

Bulla Gastrobar

60 11th St. NE

(404) 900-6926

bullagastrobar.com/locations/atlanta

With its September opening, Bulla Gastrobar brought Spanish cuisine to the Midtown area of Atlanta under the management of the Centurion Restaurant Group, which is led by Carlos Centurion, founder and president. Pronounced "boo-ya," Bulla is a slang word in Spanish for "chatter."

Featuring communal seating that encourages guests to engage in socializing and chatter, the Bulla space was designed by Celano Design Studio. The outdoor patio offers an inviting, convivial atmosphere with long, cushioned wooden benches and tables in light wood accented by dark frames. A more intimate second-floor dining area features dim lighting from chandeliers with large tear drop-shaped glass accents and natural light that shines through expansive windows.

At Bulla, chef Gino Buchelli—whose experience includes China Grill and Gabriela's Restaurant and Tequila Bar—treats guests to an array of cured meats, cheeses or tapas including shoshito peppers stuffed with mahón cheese, grilled octopus with corn puree and mojo verde, ceviche that is prepared with jalapeño and orange, chicken croquettes complemented by a creamy kimchi, and a tuna tartar with a Sriracha aioli. Entrées include Valencia-style rice paella with red sofrito, braised short ribs prepared with tetilla cheese potato foam and cipollini onions in a red-wine sauce, and salmon served with baby spinach, chickpeas and lemon cream.

In addition to a beer menu that includes Spain's Estrella Damm and Georgia's Sweetwater, Bulla features a tempting wine menu. ●

ATLANTA

Ponce Denim Company

Ponce City Market

675 Ponce De Leon Ave. NE

(404) 532-1055

[Instagram.com/poncedenimco](https://www.instagram.com/poncedenimco)

High-end denim is an obsession in Los Angeles, but the denim game also is a big deal in Atlanta. The Georgia state capital is one of the leading cities for production of hip-hop music with recording artists and producers looking to outfit themselves in the best denim. Ponce Denim Company hopes to give Atlanta's stylish people a wide selection of fashionable jeans.

The shop offers brands that might be new to Americans, such as the Japanese label Edwin. Also offered are premium-denim brands from G-Star and Nudie to Levi's. Entrepreneurs Farshad Arshid, his wife, Sandy Arshid, and Ruel Chambers decided to open their jeans shop at the happening Ponce City Market. It's a mix of unique stores and restaurants, some located in a food hall that occupy a renovated building that was recently listed in the National Register of Historic Places. Ponce City Mar-



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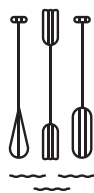
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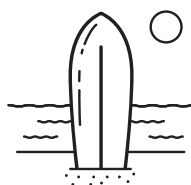
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ORLANDO, FL



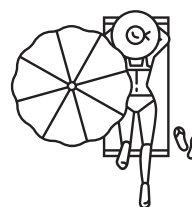
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Paddle Life



Board Sports



Coastal Life

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Continued from page 20

ASD Market Week
Las Vegas
Through Aug. 1

July 30
LA Fashion Market
Los Angeles
Through Aug. 1
LA Kids' Market
Los Angeles
Through Aug. 1

Aug. 1
Swim Collective and Active Collective West
Anaheim, Calif.
Through Aug. 2

Aug. 2
The NBM Show
Long Beach, Calif.
Through Aug. 4

Aug. 3
GTS Jewelry & Accessories Expo
Greensboro, N.C.
Through Aug. 5

India International Footwear Fair
New Delhi
Through Aug. 5

Aug. 4
Wäsche Und Mehr
Dortmund, Germany
Through Aug. 6



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DG Expo Fabric & Trim Show is a two-day show featuring American and European companies with low minimums and many with in-stock programs. DG Expo focuses on the needs of designers, manufacturers (producing apparel, accessories, home furnishings, and other sewn products), plus private-label retailers, fabric stores, and event/party planners. In conjunction with our trade shows, we also offer a series of seminars focused on business growth. Upcoming shows are July 17–18 in New York, Aug. 28–29 in Chicago and Nov. 27–28 in San Francisco. Visit our website for details and to register. www.dgexpo.net

Supreme Women & Men
Munich
Through Aug. 7
AGHA Melbourne Gift Fair
Melbourne, Australia
Through Aug. 8

Aug. 5
Playtime
New York
Through Aug. 7

Chicago Collective
Chicago
Through Aug. 7
Children's Club
New York
Through Aug. 7
Moda London
Birmingham, U.K.
Through Aug. 7

Aug. 6
New York Shoe Expo
New York
Through Aug. 10

Aug. 7
Atlanta Apparel
Atlanta
Through Aug. 11
World of Prom
Atlanta
Through Aug. 11
Printsource
New York
Through Aug. 8

Aug. 8
Travelers Show Pittsburgh
Moon Township, Penn.
Through Aug. 9
Copenhagen International Fashion Fair (CIFF) shows—Raven, Runway, Kids, Shoes
Copenhagen, Denmark
Through Aug. 10

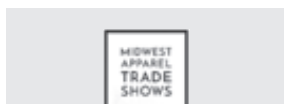
Aug. 10
Mid-South Jewelry and Accessories Fair
Southaven, Miss.
Through Aug. 12

Aug. 11
OffPrice
Las Vegas
Through Aug. 14

Aug. 12
Footwear Sourcing at MAGIC
Las Vegas
Through Aug. 15
Sourcing at MAGIC
Las Vegas
Through Aug. 15

Travelers Show Philadelphia Plymouth Meeting, Pa.
Through Aug. 13
Toronto Gift Fair
Toronto
Through Aug. 15

NY Now
New York
Through Aug. 16



The **Deerfield Show** is a wholesale trade show that takes place four times annually at the Embassy Suites in Deerfield, Ill., a suburb located about 30 miles northwest of Chicago. Hundreds of specialty-boutique buyers from the Midwest attend this regional show for its convenience and affordability. The Deerfield Show features approximately 250 brands of contemporary apparel, swimwear, footwear, and accessories. The Deerfield Show is an excellent wholesale resource for the industry's top brands and regional retailers. Show dates are June 24–25 and Sept. 16–17. www.midwestappareltradeshows.com

Aug. 13
The Collective
Las Vegas
Through Aug. 15
Children's Club
Las Vegas
Through Aug. 15
CurveLasVegas
Las Vegas
Through Aug. 15

FN Platform
Las Vegas
Through Aug. 15
The Tents
Las Vegas
Through Aug. 15

Pooltradeshow
Las Vegas
Through Aug. 15

Project, Project Womens, Stitch @ Project Womens
Las Vegas
Through Aug. 15

WWDMAGIC
Las Vegas
Through Aug. 15
WWIN
Las Vegas
Through Aug. 16

Agenda
Las Vegas
Through Aug. 15

Capsule Las Vegas Men's and Women's
Las Vegas
Through Aug. 1
Liberty Fairs
Las Vegas
Through Aug. 15

Aug. 14
Londonedge
Las Vegas
Through Aug. 15

Aug. 15
NW Materials Show
Portland, Ore.
Through Aug. 16

Aug. 17
Northwest Shoe Travelers Market
St. Paul, Minn.
Through Aug. 19

Seattle Gift Show
Seattle
Through Aug. 20

Aug. 18
STYL/KABO
Brno, Czech Republic
Through Aug. 20



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Aug. 19
Fashion Market Northern California
San Mateo, Calif.
Through Aug. 21

Atlanta Fashion Shoe Market
Atlanta
Through Aug. 21

Toronto Shoe Show
Toronto
Through Aug. 21

New Orleans Gift and Jewelry Show
New Orleans
Through Aug. 22

Aug. 20
Apparel Textile Sourcing Canada
Toronto
Through Aug. 22

Aug. 21
Playtime
Tokyo
Through Aug. 23

Aug. 22
Dallas Apparel & Accessories Market
Dallas
Through Aug. 25
Active Collective East
New York
Through Aug. 23

NE Materials Show
Wilmington, Mass.
Through Aug. 23
Fashion Industry Gallery (FIG)
Dallas
Through Aug. 24
Dallas Western Market
Dallas
Through Aug. 25
Kidsworld
Dallas
Through Aug. 25

Aug. 23
The NBM Show New Jersey
Secaucus, N.J.
Through Aug. 24

Aug. 24
Denver Apparel & Accessories Market
Denver
Through Aug. 27

Rocky Mountain Gift Show
Denver
Through Aug. 27

Aug. 25
Trendz
Palm Beach, Fla.
Through Aug. 27

Aug. 26
Michigan Shoe Market
Livonia, Mich.
Through Aug. 27

Travelers Show
Baltimore
Through Aug. 27



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Bodyfashion Tradefair
Mijdrecht, Netherlands
Through Aug. 28

Boston Collective
Boxboro, Mass.
Through Aug. 28

New England Apparel Club
Marlboro, Mass.
Through Aug. 28

Northstar Fashion Exhibitors
St. Paul, Minn.
Through Aug. 28

Alberta Gift Fair
Edmonton, Alberta
Through Aug. 29

Aug. 27
Poznan Fashion Fair, BTS, Fast Fashion, Next Season
Poznan, Poland
Through Aug. 29

Aug. 28
DG Expo Fabric & Trim Show
Chicago
Through Aug. 29

Brazil International Yarn & Fabric Show
São Paulo
Through Aug. 30

Dye + Chem
São Paulo
Through Aug. 30

Japan Jewellery Fair
Tokyo
Through Aug. 30

SAPICA
León, Mexico
Through Aug. 31

Aug. 29
All China Leather Exhibition
Shanghai
Through Aug. 31
International Premium Incentive Show
Tokyo
Through Sept. 1
Tokyo International Gift Show
Tokyo
Through Sept. 1

August TBA
Los Angeles Swim Week (TBA)
Los Angeles
Moda 360 (TBA)
Los Angeles
TRU Show (TBA)
San Francisco

Sept. 1
I.L.M. International Leather Goods Fair
Offenbach, Germany
Through Sept. 3

Sept. 2
Londonedge
London
Through Sept. 3
Gallery Shoes
Düsseldorf, Germany
Through Sept. 4



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



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Sept. 4
Munich Fabric Start
Munich
Through Sept. 6

Spinexpo
Shanghai
Through Sept. 6

CPM Collection Première Moscow
Moscow
Through Sept. 7

Mode Lingerie and Swim Moscow
Moscow
Through Sept. 7

Tokyo International Gift Show
Tokyo
Through Sept. 7

Tokyo International Incentive Show
Tokyo
Through Sept. 7

Sept. 5
Kingpins
Guangzhou, China
Indiana Women's Apparel Club
Westfield, Ind.
Through Sept. 6

rooms experience
Tokyo
Through Sept. 7

CentreStage
Hong Kong
Through Sept. 8

The One
Dallas
Through Sept. 8

Sept. 6
Dallas Total Home & Gift Market
Dallas
Through Sept. 8

Imprinted Sportswear Show
Orlando, Fla.
Through Sept. 8

Surf Expo
Orlando, Fla.
Through Sept. 8

Style Fashion Week
New York
Through Sept. 9

Trends The Apparel Show
Edmonton, Alberta
Through Sept. 9

New York Fashion Week
New York
Through Sept. 14

Sept. 7
Kingpins
Hangzhou, China
Through Sept. 8

Western Imprint Canada Show
Calgary, Alberta
Through Sept. 8

Denver International Western/English Apparel and Equipment Market
Denver
Through Sept. 9

Momad Metropolis, Momad Shoes
Madrid
Through Sept. 9

Bijorhca
Paris
Through Sept. 10

Première Classe
Paris
Through Sept. 10

Who's Next
Paris
Through Sept. 10

Sept. 8
Norton's Apparel, Jewelry & Gift Market
Gatlinburg, Tenn.
Through Sept. 10

Profile Show
Toronto
Through Sept. 11

Sept. 10
MosShoes
Moscow
Through Sept. 13

MQ Vienna Fashion Week
Vienna
Through Sept. 16



Atlanta Apparel is the largest apparel market on the East Coast, offering thousands of contemporary and ready-to-wear women's, children's, and accessories lines all together in one location at one time. As the apparel and accessories collection of **AmericasMart® Atlanta**, it features an expansive—and growing—product mix, including contemporary, ready-to-wear, young contemporary, social occasion, bridal, activewear, resortwear, swim, lingerie, fashion jewelry, fine jewelry, shoes, handbags and more showcased in permanent showrooms and temporary exhibition booths. Trend-driven, juried temporary collections include **Première** (women's premium high-end/contemporary apparel, denim, and accessories), and **Première LUXE** (high-quality luxury apparel and accessories). Atlanta Apparel presents five apparel markets and three specialty markets: **WORLD OF PROM** (prom, pageant, quinceañera, social occasion) each year and **VOW I New World of Bridal** twice each year. www.AmericasMart.com/apparel

Sept. 11
Midwest Gift & Lifestyle Show
Des Plaines, Ill.
Through Sept. 13

Sept. 12
Metropolitan New York Shoe, Footwear & Accessories Marketplace
Secaucus, N.J.
Through Sept. 13

REV Chicago Boutique Show
Des Plaines, Ill.
Through Sept. 13

Asia's Fashion, Jewellery and Accessories Fair
Hong Kong
Through Sept. 15

Curate International Collections
New York
Through Sept. 15

Dhaka International Yarn & Fabric Show
Dhaka, Bangladesh
Through Sept. 15

Dye + Chem
Dhaka, Bangladesh
Through Sept. 15

Textech International Expo
Dhaka, Bangladesh
Through Sept. 15

Bisutex, Intergift, Madridjoya
Madrid
Through Sept. 16

Hong Kong Jewellery and Gem Fair
Hong Kong
Through Sept. 16

Sept. 13
Designers and Agents
New York
Through Sept. 15

Edge Designers
New York
Through Sept. 15

The NBM Show
Indianapolis
Through Sept. 15

IFJAG
Orlando, Fla.
Through Sept. 16

Sept. 14
Billings Market Association
Billings, Mont.
Through Sept. 16

Hawaii Market Merchandise Expo
Honolulu
Through Sept. 16

Trendz West
Palmetto, Fla.
Through Sept. 16

London Fashion Week
London
Through Sept. 18



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Buyers can look for a whole new show experience at the semiannual **Womenswear In Nevada (WWIN)** show at the Rio Hotel & Convention Center. In addition to showcasing 1,500-plus womenswear lines under one roof—including top brands and newcomers in modern updated (misses), traditional, contemporary, petite, plus, tall, and accessories—WWIN is adding many new features and enhancements. Among them, a new fashion show joins opening day's extended hours and wine/cheese reception; the popular daily complimentary breakfast and lunch offerings will have fresh, fun new themed menus; big savings at more hotels; new WWIN workshops; LYFT ride discounts; free parking; show specials and giveaways, and more. August 13–16, 2018, and February 4–7, 2019. www.wwinshow.com

Sept. 15
Capsule New York Women's
 New York
 Through Sept. 17
Coterie
 New York
 Through Sept. 17
Fame
 New York
 Through Sept. 17
Moda
 New York
 Through Sept. 17
NY Women's
 New York
 Through Sept. 17
Sole Commerce
 New York
 Through Sept. 17
Sourcing @ Coterie
 New York
 Through Sept. 17
Stitch @ Coterie
 New York
 Through Sept. 17
National Bridal Market
 Chicago
 Through Sept. 17

Sept. 16
The Deerfield Show
 Deerfield, Ill.
 Through Sept. 17
Micam Milano
 Milan
 Through Sept. 19
Mipel
 Milan
 Through Sept. 19

Sept. 17
Apparel Sourcing
 Paris
 Through Sept. 20
Shawls & Scarves
 Paris
 Through Sept. 20
Texworld, Avantex
 Paris
 Through Sept. 20

Sept. 18
Heimtextil Russia
 Moscow
 Through Sept. 20

Sept. 19
Jumble
 Tokyo
 Through Sept. 21
Première Vision
 Paris
 Through Sept. 21
The Sourcing Connection
 Paris
 Through Sept. 21
Milan Fashion Week
 Milan
 Through Sept. 25

Sept. 20
Osaka International Gift Show
 Osaka, Japan
 Through Sept. 21

Sept. 21
GTS Florida Jewelry and Apparel Expo
 Kissimmee, Fla.
 Through Sept. 23
The One Milano—Mifur, Mipap
 Milan
 Through Sept. 24
White Show—Women's Collection
 Milan
 Through Sept. 24

Sept. 22
Super
 Milan
 Through Sept. 24

Sept. 23
Michigan Women's Wear Market
 Livonia, Mich.
 Through Sept. 24
Gift & Home Fall Market LA Mart
 Los Angeles
 Through Sept. 25

Sept. 24
International Lingerie Show
 Las Vegas
 Through Sept. 26
Paris Fashion Week Women
 Paris
 Through Oct. 2

Sept. 25
Kansas City Apparel & Accessory Market
 North Kansas City, Mo.
 Through Sept. 26
Lineapelle
 Milan
 Through Sept. 27
VOW/New World of Bridal
 Atlanta
 Through Sept. 27

Sept. 26
Filo
 Milan
 Through Sept. 27
Interfilière
 Shanghai
 Through Sept. 27

Sept. 27
Imprinted Sportswear Show
 Fort Worth, Tex.
 Through Sept. 29

Established in 1994, **Hana Financial** is a specialized nonbank financial institution that offers factoring, SBA lending, 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. www.hanafinancial.com

International Yarn & Fabric Show
 Colombo, Sri Lanka
 Through Sept. 29
Intertextile Shanghai Apparel Fabrics
 Shanghai
 Through Sept. 29
Milano Unica
 Shanghai
 Through Sept. 29
Yarn Expo
 Shanghai
 Through Sept. 29

Sept. 28
Paris Sur Mode Tuileries
 Paris
 Through Oct. 1
Première Classe Tuileries
 Paris
 Through Oct. 1

September TBA
Bread and Butter (TBA)
 Berlin
Edit (TBA)
 New York
Indianapolis Children's Show (TBA)
 Indianapolis
Lakme Fashion Week (TBA)
 Mumbai, India
Luggage, Leathersgoods, Handbags & Accessories Show (TBA)
 Toronto
Mercedes-Benz Fashion Week Istanbul (TBA)
 Istanbul
Stitch (TBA)
 New York
Stock Xchange by Off-Price (TBA)
 London
Syracuse Super Show (TBA)
 Syracuse, N.Y.
TMRW (TBA)
 New York
Tranoï (TBA)
 Paris
Western Canada Fashion Week (TBA)
 Edmonton, Alberta

Oct. 1
LA Majors Market
 Los Angeles
 Through Oct. 3
Coast
 Miami
 Through Oct. 2
Luxe Pack Monaco
 Monaco
 Through Oct. 3



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Africa Sourcing and Fashion Week
 Adis Ababa, Ethiopia
 Through Oct. 4

Oct. 3
LA Textile, Sourcing at LA Textile
 Los Angeles
 Through Oct. 5
FashionNXT
 Portland, Ore.
 Through Oct. 6

Oct. 5
GTS Jewelry & Accessories Expo
 Greensboro, N.C.
 Through Oct. 7

Oct. 7
Travelers Show
 Philadelphia
 Through Oct. 8
The Knot Couture
 New York
 Through Oct. 9

Oct. 8
Label Array
 Los Angeles
 Through Oct. 10

LA Fashion Market
 Los Angeles
 Through Oct. 11
LA Kids' Market
 Los Angeles
 Through Oct. 11
Contemporary Curves
 Los Angeles
 Through Oct. 10

Designers and Agents LA
 Los Angeles
 Through Oct. 10

Oct. 9
IWAC Michigan Clare Apparel Group
 Clare, Mich.
 Through Oct. 10
LA Men's Market
 Los Angeles
 Through Oct. 10

Oct. 10
Exponovos Premium
 Lisbon, Portugal
Textile Forum
 London
 Through Oct. 11
Première Vision
 Istanbul
 Through Oct. 12

Portland Fashion Week
 Portland, Ore.
 Through Oct. 14
Style Fashion Week
 Los Angeles
 Through Oct. 14

Oct. 12
Fashion Week San Diego
 San Diego
 Through Oct. 14
Poznan Sport Expo
 Poznan, Poland
 Through Oct. 14

Oct. 14
Travelers Show
 Pittsburgh
 Through Oct. 15
Arizona Apparel, Accessories, Shoes & Gift Show
 Mesa, Ariz.
 Through Oct. 16
Denver Apparel & Accessories Market
 Denver
 Through Oct. 16
New England Apparel Club
 Marlboro, Mass.
 Through Oct. 17

Oct. 16
Atlanta Apparel
 Atlanta
 Through Oct. 20
JiTAC European Textile Fair
 Tokyo
 Through Oct. 18

Continued on page 26

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June 25 9-5pm Sept 17 9-5pm

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Oct. 17
Interfilière
New York
Through Oct. 18

Oct. 18
Creators Tokyo Men
Tokyo
Through Oct. 19
Man-Woman Tokyo
Tokyo
Through Oct. 19
SGIA Expo
Las Vegas
Through Oct. 20



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Oct. 19
Manila F.A.M.E. International
Manila, Philippines
Through Oct. 21
Nashville Jewelry and Merchandise Show
Nashville, Tenn.
Through Oct. 21

Oct. 21
Fashion Market Northern California
San Mateo, Calif.
Through Oct. 23



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Travelers Show
Baltimore-Hunt Valley, Md.
Through Oct. 22

Oct. 22
Fashion World Tokyo
Tokyo
Through Oct. 24
Textile Tokyo
Tokyo
Through Oct. 24

Oct. 23
New England Apparel Club
Portland, Maine
Through Oct. 24



Playtime New York offers a curated domestic and international selection of today's best children's brands in a creative and warm work environment. "Playtime New York has become a hub for the very best children's brands."—Babyology. "After 30 years in the baby business and attending many disappointing shows, I found Playtime to be fabulous! As a buyer I am always looking for new and creative lines. At Playtime I found them!"—Denny's/J&S. Boy+girl, Caramel, Go Gently Baby, Everbloom, Tane organics, Omarmimini, Rylee & Cru, Misha & Puff, Mini Rodini, Molo, Lanosh, Oeuf, Velveteen, Tuchinda and Tia Cibani kids already confirmed their participation in the next edition, which will take place June 30–July 2 in Paris. Other show dates are July 4–5 in Berlin, Aug. 5–7 in New York and Aug. 21–23 in Tokyo. Check out details and pre-register for free. www.iloveplaytime.com

Riyadh Arab Fashion Week
Riyadh, Saudi Arabia
Through Oct. 27

Oct. 24
Dallas Apparel & Accessories Market
Dallas
Through Oct. 27
Travelers Show
Ocean City, Md.
Through Oct. 25

Fashion Industry Gallery (FIG)
Dallas
Through Oct. 26
Kidsworld
Dallas
Through Oct. 27



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Oct. 25
Jewelry, Fashion & Accessories Show
Rosemont, Ill.
Through Oct. 28

Oct. 26
ITMA Asia + CITME
Shanghai
Through Oct. 30

Oct. 28
Northstar Fashion Exhibitors
St. Paul, Minn.
Through Oct. 30
NW Trend Show
Seattle
Through Oct. 30

Oct. 31
London Print Design Fair
London
Through Nov. 1
Textusion
London
Through Nov. 1

October TBA
Amazon Fashion Week (TBA)
Tokyo
Modama (TBA)
Guadalajara, Mexico
Tex-Styles India (TBA)
New Delhi

Nov. 1
Islands of the World Fashion Showcase
New York
Through Nov. 2
Mid-South Jewelry and Accessories Fair
Southaven, Miss.
Through Nov. 4

Nov. 2
The NBM Show
Charlotte, N.C.
Through Nov. 3

Nov. 4
Michigan Women's Wear Market
Livonia, Mich.
Through Nov. 5

Nov. 6
Atlanta Fall Immediate Delivery Show
Atlanta
Through Nov. 8
New England Apparel Club
Hyannis, Mass.
Through Nov. 7

Nov. 8
Coast
Delray Beach, Fla.
Through Nov. 9
Hawaii Market Merchandise Expo
Honolulu
Through Nov. 10



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- ✓ Harper Ave. Backpacks
- ✓ IM Sports Wear
- ✓ L&M Apparel
- ✓ Live Well 360 Yoga Wear
- ✓ Lulu Lu Petit Lingerie

- ✓ LVR Athletic Leisure
- ✓ Nelson Compression Wear
- ✓ Malini Lingerie
- ✓ My Tikker Watches
- ✓ Nomad Designs
- ✓ Premium Clutch Designs
- ✓ R Heroes Work Wear
- ✓ Submission Jui Jitsu Gi's
- ✓ Tat2x Shapewear
- ✓ Uncle Mikes Surf Wear
- ✓ Yoga Mat Organics

Distribution

- ✓ BMI Eyewear
- ✓ Girl Extraordinaire Bridal
- ✓ Fashionable Socks
- ✓ J. Johnson & Company
- ✓ International Swimwear
- ✓ Silk Designs

Retail

- ✓ Ayumi Clothing
- ✓ Balboa Beachwear
- ✓ Darlings Clothing
- ✓ Kids Only Clothing
- ✓ La Jolla Fashion
- ✓ Lingerie of Brentwood
- ✓ Madison Blue (chain)
- ✓ Off Melrose Clothing
- ✓ Sasha of Laguna
- ✓ Trio Clothing
- ✓ Vegan Chic.com

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