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TRADE SHOW REPORT

Los Angeles Fashion Market Gets Buyers Ready for Holiday

By Andrew Asch, Deborah Belgum and Dorothy Crouch

For buyers attending **Los Angeles Fashion Market**, the event was filled with surprises that energized the June 18–20 buying show for the Fall II/Holiday season.

On the first day, visitors were greeted by a stainless-steel **Airstream** trailer parked in the front patio of the **California Market Center**. Bracketed by a white patio umbrella and potted palms, the gleaming trailer belonged to **Pura Vida**, which makes bracelets and other jewelry in Costa Rica. The trailer is a fun marketing tool that the brand takes to events including the **Coachella Valley Music and Arts Festival** and yoga gatherings.

Another change was the CMC's **Select** and **Transit** shows, which moved from the building's vast penthouse into the more convivial Fashion Theater.

Vendors were happy with the change because the new
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Clothing Company Sees New Business in Old T-shirts

By Andrew Asch *Retail Editor*

Kristy Caylor and Mary Saunders want to make fashion that not only looks good but will be good for the environment and society.

They're gambling that their young company, called **For Days**, can make a great T-shirt and shine a spotlight on a model for sustainable manufacturing that takes old T-shirts and makes them into new T-shirts.

"Fashion is a highly polluting industry. We can make it better," Caylor said. "For Days is a platform for a new model of living. It will make people think about how to relate to a product."

For Days was founded last year in New York City, but this fall the company will unveil a 16,000-square-foot plant in Hawthorne, Calif., a suburb not far from **Los Angeles International Airport**. It is also the corporate home of Elon
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DEBORAH BELGUM

STREAMLINE: Pura Vida rolled out a creative marketing tool in this Airstream trailer, which housed a wide selection of handmade bracelets and earrings. It sat in the front patio of the California Market Center during Los Angeles Fashion Market.

Tariff War With China Hits California Cotton Market

By Deborah Belgum *Executive Editor*

In the latest salvo in the tariff war between the United States and China, the U.S. cotton industry is expected to receive a direct hit as China piles on an additional 25 percent tariff on U.S. uncombed-cotton imports.

The tariff, which goes into effect July 6, is already being felt in California—where farmers in the Central Valley region of the state cultivate highly prized long-staple American Pima cotton that is soft to the touch and durable. Most of the crop is exported to China and India.

"This is an issue that is going to affect the U.S. cotton industry rather significantly as China has traditionally been a larger buyer of U.S. cotton and a massive supplier of products back to the U.S. market," explained Marc Lewkowitz, the president and chief executive of **Supima**, a nonprofit promotional organization in Arizona representing American Pima-cotton growers. It is also the owner of the Supima trademark for American Pima.

He noted that about 95 percent of the American Pima crop is exported every year, and typically China imports about 40 percent of that crop. For the crop year that runs through July 31, China has purchased 239,200 bales, or approximately 120 million pounds of the fiber, valued at around \$200 million, Lewkowitz explained.

Already, some 205,000 bales have been shipped, leaving a balance of about 34,000 bales for this year in addition to some 34,000 bales of forward contracted cotton sales for the next crop year. "These existing sales along with the entire

new crop are at risk relative to the proposed Chinese tariffs," he said.

Roger Isom, president and chief executive of the **California Cotton Ginners & Growers Association** in Fresno, Calif., said his organization is hearing stories of China canceling contracts to purchase California cotton. And news reports are recounting how farmers in India are getting more inquiries about their cotton crops.

Cannon Michael, president and chief executive of **Bowles Farming Company**, which grows Supima and other cotton on land near Los Baños, Calif., said some speculators have pulled out of the market, which has put a damper on cotton prices.

His farm exports about 60 percent of its cotton crop to China and another 40 percent to India. "Any trade disruption is potentially negative," he said, "especially for states like California that export a lot of agricultural products."

The **National Cotton Council of America** in Cordova, Tenn., said it was laying low on the issue right now. But in April, when China first announced the cotton tariffs, NCC Chairman Ron Craft said he could not overstate the importance of China's market to U.S. cotton farmers.

China is one of the principal buyers of U.S. cotton as is Vietnam. The United States is the second largest exporter of cotton, having shipped around 15 million bales of cotton overseas last year.

The tariff on uncombed cotton is part of a trade war the Trump administration launched earlier this year. The admin-
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Avocado Grows Retail-Delivery Business on West Coast and Hawaii

Bringing the **Grubhub** model of delivery service to the apparel retail industry, **Avocado** announced it is entering into partnerships with local stores in select cities to provide a shopping, pickup and delivery service that connects consumers with clothing.

Launched in January by Sri Kakani and Prady Gupta, the Santa Clara, Calif.-based company will provide service to the Bay Area, Los Angeles and Hawaii and will eventually serve major cities nationwide.

“Customers want to buy stuff online, especially new-age millennials. Interestingly enough, the best people to deliver those services are local stores, yet the biggest prob-

lem is that local stores aren’t made to do it,” Kakani said.

Not only is Kakani seeking to ease the burden of warehouse-based online shopping, but he also wants to improve the customer experience of e-commerce.

“There are a lot of shipments happening, and it’s not the best shopping experience possible,” he said. “There is no proxy for trying on clothing. There are technologies that try to do that, but it’s not the same. It doesn’t have the same feel. It doesn’t have the same look.”

The Avocado platform allows consumers to search stores in their local area for cloth-

ing they want at that moment and receive the order within two hours without leaving their homes.

“What we provide is a platform for local apparel stores to [interact with] their customers within their local area,” he said. “So, the platform is discovery, delivery and the customer experience combined.” This entire process will take only a few hours, according to Kakani.

To use the Avocado application, consumers will pay \$50 per year for a membership. A range of plans will be offered through different packages, but the pricing for these plans has not yet been released. If a customer

decides that he or she doesn’t want the order, Avocado absorbs the costs of the service according to the return policies of each retailer.

“Sixty-seven percent of people use e-commerce in a certain way in any given year,” he said. “If stores get on this platform, they will never lose their customers. They will get new customers who will not even go to **Amazon** anymore.”

The pricing structure for the cost of retail partnerships will be based on sales conducted through Avocado. While these have yet to be determined, Kakani believes the cost to partners will be 10 percent to 30 percent of sales.—*Dorothy Crouch*

U.S. Supreme Court Rules E-Tailers Must Collect Sales Taxes

Retail trade organizations cheered a U.S. Supreme Court ruling that would require online retailers to collect sales taxes in areas where they do not have offices, warehouses or bricks-and-mortar stores.

On June 21, the Supreme Court overruled a 1992 ruling from *Quill Corporation v. North Dakota*, which said it was unconstitutional for e-tailers to collect sales taxes unless they had a sizable physical presence in a state.

Matthew Shay, the president and chief executive officer of the **National Retail Federation**, said the ruling settles a matter that has long been an issue in the retail business.

“The retail industry is changing, and the Supreme Court has acted correctly in recognizing that it’s time for outdated sales-tax policies to change as well. This ruling clears the way for a fair and level playing field

where all retailers compete under the same sales-tax rules whether they sell merchandise online, in-store or both,” Shay said in a statement.

The **Retail Industry Leaders Association** said an old rule protecting a once new and unsteady e-commerce market had outlived its use.

“The court clearly didn’t buy the argument made by the respondents in this case that remote sales-tax compliance represented the same burden today that it did in 1992. Through its decision, the court has acknowledged that the same computing sophistication that has fueled exponential growth in e-commerce has also dramatically simplified remote sales-tax collection,” said Deborah White, the general counsel for the Retail Industry Leaders Association and president of the **Retail Litigation Center**.

Advocacy group **Americans for Tax Reform** said the court’s decision is a case of governmental overreach. “Today the Supreme Court said, ‘Yes—you can be taxed by politicians you do not elect and who act knowing you are powerless to object,’” Grover Norquist, the group’s president wrote. “We fought the American Revolution in large part to oppose the very idea of taxation without representation. Today, the Supreme Court announced, ‘Oops,’ governments can now tax those outside their borders—those who have no political power, no vote, no voice.”

The Supreme Court decision is likely to be the final chapter in a fight that has been waged between online retailers, bricks-and-

mortar businesses and all levels of governments for more than a decade.

The fight flared up in 2011, when the California Senate passed a bill requiring out-of-state retailers such as **Amazon.com** to collect sales tax. Amazon responded by cutting ties with its California affiliates, or publishers of websites that posted advertisements and coupons for e-commerce retailers on their websites.

The result was a significant loss of income for affiliates. Later in 2011, Amazon restored its ties with its affiliates and built fulfillment centers in the state in exchange for a deal that it wouldn’t have to collect sales tax in California until September 2012.

—*Andrew Asch*

Manhattan Beachwear Adds New Swim Labels

Manhattan Beachwear, one of the largest swimwear manufacturers in the United States, said it will be designing and distributing women’s swimwear for **BCBGMaxAzria** and **BCBGeneration**. The collection will launch globally for Fall 2018.

The collaboration sets up the brands to live on. Last year, the **BCBG Max Azria Group** filed for Chapter 11 bankruptcy protection. Months later, **Marquee Brands** announced it had acquired the entire portfolio of brands once owned by the Los Angeles fashion house. For \$108 million, New York-based Marquee Brands became the owner of the intellectual-property rights for BCBGMaxAzria, BCBGeneration and **Hervé Leger**.

“We are pleased and excited to enter into

a partnership with Marquee Brands,” said Kevin Mahoney, president and chief executive of Manhattan Beachwear, based in Cypress, Calif. “Having world-class brands in BCBGMaxAzria and BCBGeneration added to our stable of blue-chip swimwear brands is very complementary to our strategic goals.”

The women’s collection will be available at BCBGMaxAzria stores, **BCBG.com** and **BCBGeneration.com** as well as at several retailers.

Manhattan Beachwear, founded almost 30 years ago, has seven of its own labels, including **La Blanca**, and several licensed swimwear labels that include **Lauren Ralph Lauren**, **Lucky Brand** and **Nanette Lepore Swim**.—*Deborah Belgun*

Tariffs *Continued from page 1*

istration started out by slapping a 20 percent to 50 percent tariff on all solar panels and washing machines imported into the United States.

Then it piled on more tariffs on aluminum and steel, which prompted the European Union to place a 25 percent tariff on key imports coming from the United States. Those include men’s and women’s blue jeans, T-shirts, shorts, men’s synthetic woven industrial and occupational trousers, cotton woven bed linen that is not printed, and footwear with upper and outer soles of leather not covering the ankle. These items carry an estimated value of \$88 million.

Then the trade war expanded in April when the Trump administration announced a long list of Chinese products that would be subject to a 25 percent tariff.

The proposed new tariffs amount to \$12.5 billion on about \$50 billion in goods. They affect hundreds of China-made products such as semiconductors, car and aircraft

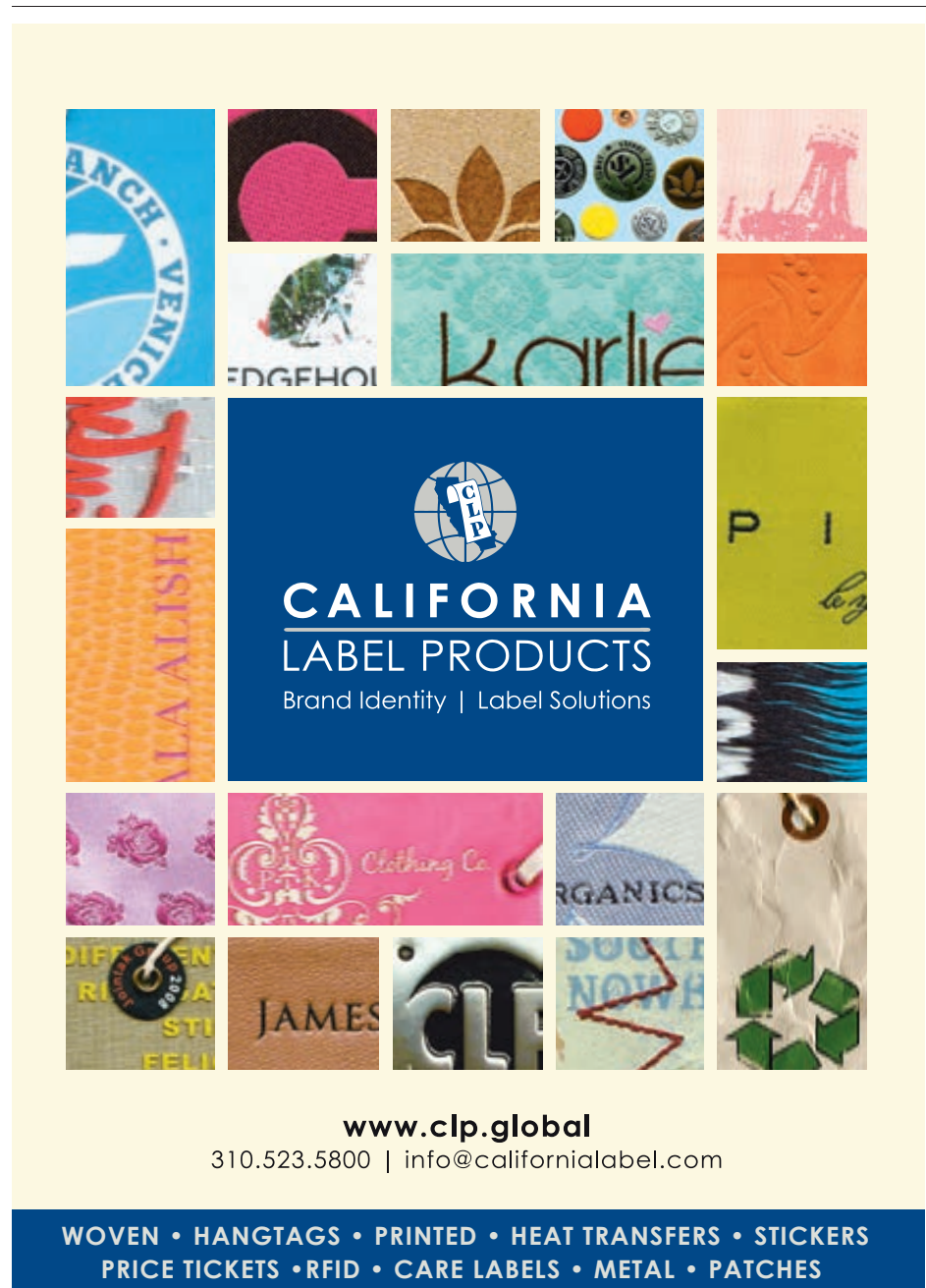
parts, and machine tools.

After that broadside, China threatened to place a 25 percent tariff on uncombed cotton and other U.S. items including soybeans; corn; pork; certain fruits including apples, sorghum and dried cranberries; whiskey; and some passenger cars.

And now the Trump administration is threatening to amp up the tariffs on as much as \$200 billion or more on Chinese goods brought into the United States.

The **National Retail Federation** in Washington, D.C., recently conducted a study showing that the initial tariffs on \$50 billion of Chinese imports would reduce the U.S. gross domestic product by nearly \$3 billion and lead to the loss of 134,000 American jobs.

“Higher prices for everyday essentials and lost jobs threaten to sap the energy out of the strong U.S. economy,” said Matt Shay, the president and chief executive of the National Retail Federation. “This reckless escalation is the latest reminder that Congress must step in and exert its authority on trade policy.” ●



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TRADE SHOW REPORT



Brooklyn Hats Co. booth at Brand Assembly



Focus Showroom's Sylvana Lankshear



Erik Kipperman of Kippys



Miriam Siefken at Select



Relished at the CMC



Showroom Five21's Vishaka Lama



Joken Showroom's Eme Mizioch



Eskay's Hanna Cousins, left, and Suss Cousins



Shu Shu LuLu at the CMC



Z&L Europe at the CMC



LA Made at D&A

LA Market *Continued from page 1*

space gave the two shows—Select for emerging brands and Transit for shoes—a close-knit, inviting environment.

“This one is much cozier and warm. People just love it,” said Titi Vu, the owner of the Tustin, Calif.-based brand **Relished**. Despite the new environment, Vu found the market was a little slow.

At the Select booth for Miami-based **Z&L Europe**, West Coast sales representative Vanessa Carranza was introducing clients to the boho-chic brand's Fall/Winter styles.

“This is the only show that we do here in LA. We have clients from the West Coast who know that we are here,” she said. “We really wanted to give buyers the options to see that we still have Immediates for them to restock if needed and introduce our Fall/Winter collection.”

On the CMC's third floor, Rebecca Pride—who represents lines including **Shu Shu, Yu Li, LuLu** and **Kerri 'N Kelsey**—was happily taking orders. With clients that include **Soft Surroundings** and **Haute Look**, Pride said buyers were ordering knit styles and designs that featured details such as heat transfers, studs, glitter and fringe. “We use the market as a catalyst to maintain our existing accounts, generate that business and bring in new accounts as well,” she said.

New efforts by the CMC to generate buzz during market included the pink **Lenita by Grita** florist truck that was selling flowers in front of the building that first day.

On the 12th floor, there were complimentary lunches at **Ignited Spaces**, a new shared work space that recently opened.

Those were all great, but Pride would

like to see a more cohesive marketing plan to generate more business for the building's showrooms. “There could have been more publicity, maybe online, or if the CMC had a customer database,” she said.

Debra Harper, who owns **Savvy Shack**, a contemporary women's boutique in Culver City, Calif., was looking for trendy, yet chic, apparel for her clients, who range in age from 20 to 60. “I thought there would be more full showrooms. I thought it would be more,” she said.

Despite her desire to see more lines in showrooms, Harper was ready to place orders at Select and Transit, where she felt her clientele was best represented.

“When I got here, on the first floor, they had several different wholesalers at Select downstairs. That was the best one. In fact, I am going to place an order with Z&L Europe,” she said.

Good business at The New Mart

Showroom owners at **The New Mart** said that business was good at the recent Los Angeles Fashion Market, but they also noted that the trade-show business has been rapidly changing.

Vishaka Lama, of **Showroom Five21**, said traffic was not as vigorous as past June markets, which traditionally are slower than other markets. “June shows used to be so big,” she said. “We had a lot of customers, but it was not as crazy as in past markets, where you are working all day. We'd rather have crazy.”

Eme Mizioch of the **Joken Style Showroom** said that she saw more walk-in traffic during this market than in previous markets. But she forecasts most of her future

business will come from the Internet. She believes showroom owners will be selling more through social media and their own websites.

“In the future, you'll have to have a strong online presence. Buyers aren't coming to markets as much. You have to sell them online,” she said.

However, she said business was good. She introduced five lines for the market. They were French line **Virginie Darling**, Portuguese line **Elsa Barretto**, Seattle-headquartered **Kareetta**, Bali-headquartered **La Luna Bali** and **Baruni**, which is headquartered in Dubai.

Lisa Lenchner of **Lenchner & Kane Sales** reported an increase in traffic for the June market. She said news had spread about her showroom opening earlier this year. “We saw new stores. We saw a lot of our regulars,” she said.

Showroom owners Jerry and Judy Wexler have been celebrating their 10th anniversary representing the Los Angeles womenswear brand **Mystree**. Jerry Wexler said that the June market's business was good and that more than 20 percent of his orders were for Immediates.

Expanded Designers and Agents

On the third floor of The New Mart, the **Designers and Agents** show has long been a platform for independent brands, but for its June 18–20 run, the show introduced a new section for lines with an independent spirit and point of view.

About 12 brands exhibited for the inaugural run of the section called Independent Goods, said Barbara Kramer, D&A's co-founder. The exhibitors showed wellness

and beauty products as well as accessories and fashion.

Exhibitors included Los Angeles-headquartered lingerie brand **Kent Woman** and one-of-a-kind clothes from Japanese brand **Prospective Flow**.

The Los Angeles-based **Eskay** made its trade-show debut at D&A's Independent Goods. The line was started by Los Angeles fashion veteran Suss Cousins and her daughter Hanna. “We wanted to focus on vibrant knits and cashmere. We wanted to get it out for the holiday,” Suss Cousins said. “We got orders. We got feedback at the show. It's a small show, but it's always busy.”

About 50 brands exhibited at the curated show. Vendors included hand-painted silk brand **Jaga**, accessories brand **Streets Ahead**, knits brand **LAMade** and Philadelphia-headquartered **Voloshin**.

Amy Voloshin, the brand's founder, said that high-end boutique **Stacey Todd** shopped the show as did **Rita's Rags** of Santa Monica, Calif. Jaga founder Jaga Buyan said that she was pleased with the show. “We got some new orders. I'm happy,” she said.

Buzzing business at the Cooper Design Space

John Lankshear of **Focus Showroom** said that recent LA Fashion Markets had seemed tougher for many showroom owners, but the June market seemed to dispel market blues.

“The first two days were the best,” he said. “Everyone was confident. Everyone was spending. We didn't hear one store saying, ‘Things are tough.’ During this market,

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NEWS

Keys to Protecting Your Brand Name

One of the first steps in setting up a new label or company is learning how to protect your brand name as well as your own name.

That was emphasized at a June 19 panel held during **Los Angeles Fashion Market** at the **California Market Center**. The panel, called “What's in a Name? Protecting Your Name on the Label,” was moderated by Ilse Metchek, president of the **California Fashion Association**.

“This is one of the fundamental problems in the world of the Internet and social media, and it will become a bigger problem,” Metchek said. “It's protection of something that is the most valuable thing you own—

your brand, your name, your personality.”

In the age of influencers and **Instagram** followers, brands are protecting their names with legal protections that seem so stringent that a seemingly innocent or beneficial reuse of their names is sparking legal battles.

“Just the other day, one of our clients ended up tagging a photo [on social media], using the hashtag #Stagecoach,” said Syama Meagher, founder of **Scaling Retail**, a marketing-strategy service for retailers. “She got a cease-and-desist email saying that she had no right to use even the hashtag of the **Stagecoach Festival**.”

As the cofounder of **Joie**, the women's

contemporary brand that launched in 2001, designer Joie Rucker didn't want to use her first name for her brand, but there was no other option she thought properly reflected her desired target audience. After leaving the Joie label, Rucker launched womenswear brand **Calvin Rucker, LLC**, leading her to reflect on her experience.

“In the agreement, I knew that there was a possibility that I wouldn't always have the right to use ‘Joie’ as a brand,” she said. “From the beginning, I was able to use my name as a designer in perpetuity. I might not be able to use it as a brand name, but I could use it as a byline if I wanted to.”

Emphasizing the importance of establishing business trademarks, Malcolm McNeil, a partner at **Arent Fox LLP**, advised people to view the cost as an investment that would be valuable down the road when opportunities, such as licensing, come up.

“Budget \$15,000 for a trademark. Every time you create a trademark, it has several values,” he said. “The more that you're able to show the establishment of your business and have a solid foundation, the better you're going to make it for me when I go to negotiate a better deal with you when you're bringing in money.”

—Dorothy Crouch

LA Market *Continued from page 3*

Focus introduced **Outland Denim**, which is headquartered in Australia. It is produced in Cambodia by women rebuilding their lives after surviving sex trafficking.

Israel Ramirez of the **Siblings Showroom** agreed the June market was better than expected. The showroom had a bumper crop of confirmations for market appointments. An increased number of walk-in traffic came with a surge in appointments, Ramirez said.

One reason why the market was good was that the Siblings Showroom serves a demand, Ramirez said. It can deliver garments four to six weeks after an order. That ability dovetails with many stores' buying. "They're buying late. People are waiting 'close-to-season' to order," he said.

Immediates also were important to stores that shopped at the **Noella Showroom**. "A lot of new stores are opening, and they needed Immediates," said Lien Vets, Noella's owner. She saw representatives of new stores in Santa Monica, Denver and Bozeman, Mont.

Retailers from leading boutiques such as **Evereve**, located near Minneapolis, shopped the show as did Los Angeles-area boutiques such as **Diane's Beachwear**, **Planet Blue** and **M.Fredric**.

Fred Levine of M.Fredric said he is feeling encouraged about the economy. He forecast that same-store sales for his boutiques will be up in the high single digits this year. Good times means that designers feel confident enough to take risks with fashion.

"I don't see a real trend explosion," he said. "Existing trends remain in place, but they are being tweaked."

More lines at Brand Assembly

A change in dates boosted the number of vendors exhibiting at **Brand Assembly**, located on the 11th floor of the Cooper Design Space, said Hillary France, the co-founder and chief executive officer of the trade show for contemporary women's fashions.

In past years, Brand Assembly's shows were scheduled in early June. But this year the show was held with the rest of market on June 18–20 so the dates would not compete with contemporary shows in other cities. In past shows, more than 60 brands exhibited. During the June show, about 90 brands participated, France said.

Retailers shopping the show included high-end Los Angeles stores including **Ron Robinson**, **Elyse Walker** and **Kitross**. E-emporiums **Revolve** and **Zappos** reportedly shopped the show, and **Nordstrom** also was reported to be there, according to show vendors.

Vendors said that the show's business was good. Dakota Hammond, a sales representative for New York-based brand **Threads of Privilege**, marked the show a success. "We saw key accounts. We met some new ones," Hammond said.

Diane Levin of the self-named **Diane Levin Showroom** exhibited apparel brands **Junie** and **Lumie**. She also exhibited accessories brands **Onna Ehrlich** and **Alexa Stone**. "Retailers are leaving orders. They're excited," she said.

John Eshaya of the **Jet John Eshaya** brand showed his line's **Jet Set** outfits at Brand Assembly. The Jet Set outfits match sweatpants with blazer-style tops. He noted that traffic was steady. "You see everyone you need to see," he said.

Karen Meena of Ron Robinson shopped at the show. She said soft knits continue to

be popular for men and women. "Everything has a soft hand," she said. "Everyone has soft, cozy knits. There's a lot of star designs and metallic glitter, which will be fun for Holiday."

Going to the Gerry

The **Gerry Building** has always been a destination building where walk-by traffic is rare during Los Angeles Fashion Market.

Showrooms do well if they set up appointments ahead of time or get traffic from tried-and-true buyers who know the location of their favorite sales reps.

A tried-and-true believer in appointments is Joey Miller, whose **Joey Miller Showroom** has expanded to two sides of the seventh floor. Miller, who was busy showing a retailer one of the various knit labels he carries, said he had seen 57 people in two days because of appointments. "It's a lot better than last year," said the energetic Miller, who



Independent Goods section at D&A



Philanthropy at Brand Assembly

was zipping around the showroom packed with knit dresses, tops and tunics made in Turkey, Italy, Israel, Cambodia and Bali.

He said he was selling Immediates and Fall items at the same time as opposed to buyers taking notes and leaving, which has been more typical in the past.

Miller recently started representing **Kippys**, a San Diego label of contemporary leather jackets and belts created with artistic embellishments of studs, rivets and crystals. Erik Kipperman, whose grandfather started the Kippys company in Coronado, Calif., in 1948, was in the showroom with a display of his handmade leather jackets that would be right at home in the music world.

He said the response had been good to his unique leather jackets, which wholesale from \$500 up to \$3,000, but no firm orders were written during market.

Judy Kurgan, who represents **Beluva** blouses made in San Francisco and **Andrea Lieu** jackets made in Chicago, was taking a temporary space at the **Arlene Henry Showroom** on the ninth floor.

She said she thought this market was a little slow. "People don't come to the Los Angeles market five times a year, and this is just after Father's Day," she said. "People will skip this market and the August market to go to Las Vegas and get an overall view."

However, she had seen retailers from Arizona, Oregon and around the Los Angeles area. She was waiting for an appointment she made with a Palm Springs, Calif., retailer. ●

Swim Collective Introduces a New Section

The **Swim Collective** trade show has basically kept the same format for its six-year history, but for its upcoming event in Anaheim, Calif., it will try something new.

It will introduce a new section called **Beach** at Swim Collective for its Aug. 1–2 run at the **Anaheim Convention Center**.

The new section will be located in the middle of the show and will exhibit gear that show organizers believe is crucial for a trip to the beach.

"Our swim buyers often are looking for more than just swimwear. There are accessories, footwear, beach cover-ups and resortwear. We're trying to round out the marketplace," said Roy Turner, Swim Collective's show director. "We're curating a new group of select brands in the beach category to complement Swim Collective."

Turner also serves as a senior vice president for **Emerald Expositions**, the parent

company of Swim Collective and its sibling show, **Active Collective**, which runs simultaneously.

More than 16 brands signed up to exhibit at Beach at Swim Collective. They include footwear brand **Reef**, towel- and beach-blanket brand **Skova**, beach cover-ups from **Koy Resort** and **Jordan Taylor**, and sun protection from **Coolibar**.

Attendees shopping Swim Collective and Active Collective also will see new architectural features at the shows. Structures called "individual lounges" will be unveiled and will provide a private space to have a conversation or negotiation outside of a booth.

Active and Swim Collective shows will feature tables for buffet lunches, DJs and **Wi-Fi** areas to create space between the swim and the active shows, Turner said. He forecast that 200 brands would be exhibiting at each show.—*Andrew Asch*



Roy Turner

New Executive Appointments at PacSun

Following the formation of **PSEB**, the new operating company formed from the **Eddie Bauer** and **PacSun** merger, the teen and young-adult clothing manufacturer named **Alfred Chang** as the new president of PacSun.

Chang formerly served as PacSun's executive vice president of men's merchandising and design and chief brand officer, a role that included management of all merchandising and design for the company's men's division, in addition to overseeing e-commerce and marketing. He reports to PSEB's Chief Executive Officer Mike Egeck.

"Alfred is a passionate and innovative brand builder, and we are pleased to name him president of PacSun," Egeck said in a statement. "His contributions to PacSun—including growing the men's business, cultivating brand partnerships and leading overall brand strategy—have been instrumental to PacSun's recent success and have positioned the business well for future growth."

As a crucial player in the growth of PacSun's brand partnerships and expansion into a lifestyle brand, Chang joined the company in 2006

as a senior buyer for men's merchandising.

"PacSun has experienced consistent growth in both its men's and women's divisions over the past two years, and significant opportunities lie ahead of us as we continue to enhance our customer experience and innovate on our marketing strategies," Chang said in a statement.

In addition to Chang's promotion, PacSun also announced the appointment of Brie Olson as executive vice president and chief merchandising officer for the men's and women's divisions, while Joel Quill will now fulfill the role of vice president of stores. Olson and Quill will report to Chang in their new positions.

Prior to its merger with Eddie Bauer two weeks ago, PacSun emerged from Chapter 11 bankruptcy in 2016 after San Francisco private-equity firm **Golden Gate Capital** agreed to devote \$20 million in capital to help the 38-year-old company overcome its financial woes. After the Anaheim, Calif.-based PacSun was acquired by the private-equity firm, the once public company became a private entity.—*Dorothy Crouch*

Calendar

June 23

Los Angeles Professional Services presents the Black & White Ball, benefiting National Jewish Health
The Langham Huntington
Pasadena, Calif.

June 24

Midwest Apparel Trade Show
Embassy Suites
Deerfield, Ill.
Through June 25

Fashion Market Northern California
San Mateo Event Center
San Mateo, Calif.
Through June 26

June 28

Agenda
Long Beach Convention Center
Long Beach, Calif.
Through June 29

Empower Breakfast, benefiting Dress for Success
Taglyan Cultural Complex
Los Angeles

June 30

Agenda Festival
Long Beach Convention Center
Long Beach, Calif.

July 4

Blossom Première Vision
Carreau du Temple
Paris
Through July 5

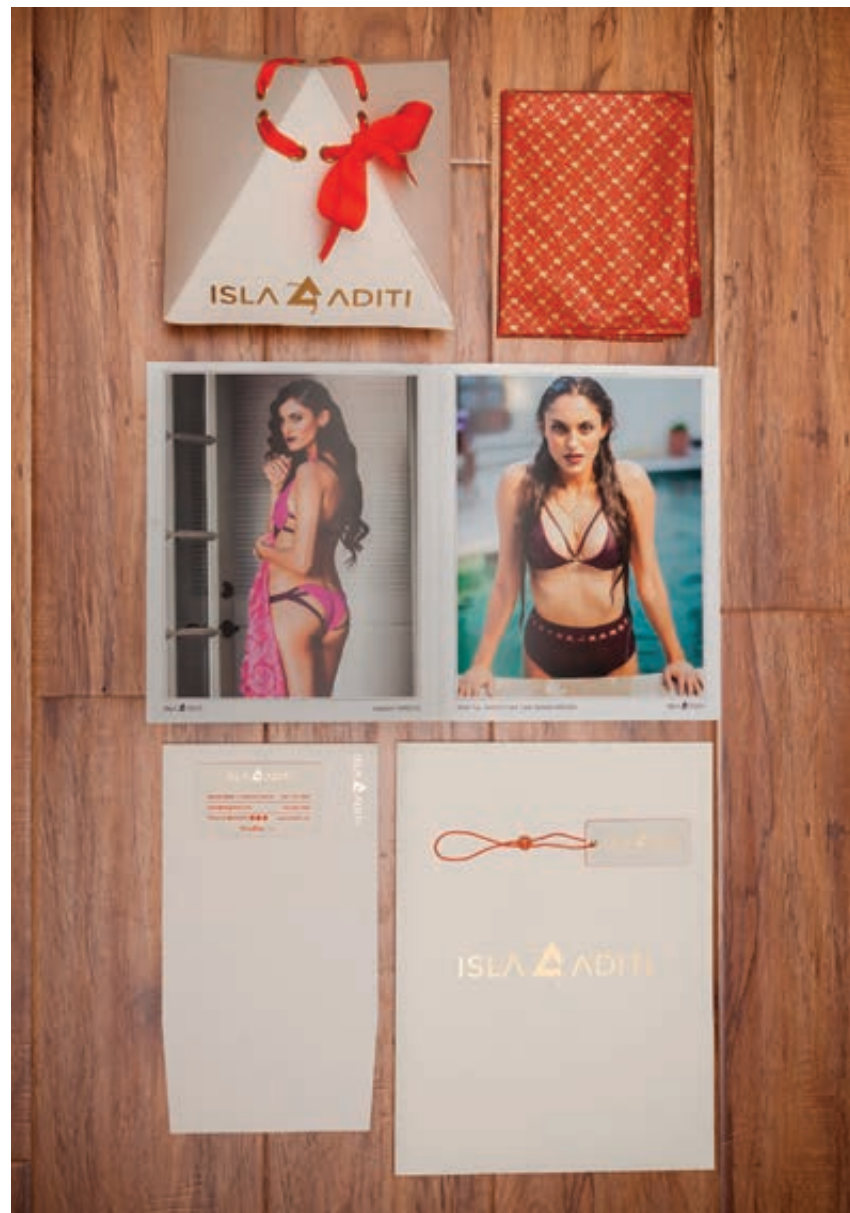
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For Days Continued from page 1

Musk's **Space X** rocket company and the location for an **Amazon.com** shipping center.

Men's and women's T-shirts will be manufactured at the new manufacturing plant. Eventually the worn T-shirts will be disassembled into yarn. Then the yarns will be remade into new T-shirts.

Caylor calls it a "closed-loop system" because fabrics will be recycled and used again. "Everything is upcycled. Waste is decreased. Economically, it is efficient," Caylor said.

The company works as a membership plan, something similar to San Francisco-based **Stitch Fix**—an online subscription and personal shopping site.

For \$12 to \$36 a month, For Days will send you packets of tees. Once members wear out their T-shirts, it is recommended that they return their tees to For Days, which will then send them new ones.

By participating in the company's membership system, consumers can gain points, which they can trade or gift to other people.

The brand's looks include men's and women's tees made in a variety of colors including a basic white or gray as well as bright yellows and reds. Fabrics range from a heavy cotton to a light body-hugging tee.

Caylor and Saunders started their fashion-industry careers after earning their master's of business degrees from the **University of Southern California** and **Harvard University**, respectively.

They met a decade ago while working at **Gap Inc.** During that time, Caylor worked on Gap's (Red) initiative, which was cofounded by rock star Bono to help businesses raise funds for AIDS research and programs.

Caylor said the brand's social cause showed her how business can work for a social good. "It was the first project of its kind," Caylor said of Gap (Red)'s fashion for a cause. "The power of what people purchase is an important consideration. It has a lot of value."

Later, from March 2009 to June 2010, Caylor served as



the president and chief operating officer of contemporary brand **Band of Outsiders**.

They also cofounded **Cerci Collective**—the New York-based group that incubates sustainable brands. In 2016, Caylor was appointed to the World Economic Forum's Global Future Council on Consumerism.

The closed-loop model is gaining momentum for sustainable brands. An increasing number of companies want to work with this model, said Derek Sabori, who has worked as vice president, global sustainability, for **Volcom** and advises companies on sustainability as the owner of his company **The Underswell**.

"It's far off for a lot of brands. But everyone is trying to

figure out how to take fabric scraps and repurpose them into new clothes," he said.

Eventually, brands will not have to harvest new materials if a closed-loop system is embraced, he explained. Many companies have figured out how to pulp used T-shirts and denim and then make new clothes out of them.

However, companies are still trying to perfect taking synthetic fabrics, such as nylon and Lycra, and turning those threads into new garments. ●

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WWDMAGIC Partners With FashionGo

WWDMAGIC is venturing into the realm of online fashion.

The huge womenswear and accessories trade show, owned by **UBM Fashion Group** and held twice a year in Las Vegas, is partnering with online business-to-business fashion marketplace **NHN Global Inc.**, doing business as **FashionGo**, to provide buyers and vendors with a wider base to buy merchandise.

FashionGo is a business-to-business marketplace that offers buyers an around-the-clock opportunity to view and buy a vast collection of wholesale fashion.

"The fashion business is changing, and we believe that together, WWD-

MAGIC and FashionGo as a whole are greater than the sum of their parts," said Kelly Helfman, WWDMAGIC vice president.

To kick off the partnership, FashionGo will introduce "Kelly's MAGIC Monday" on its site starting June 25. Helfman will highlight trends, offer industry insights and profile the people behind the brands and stores. Also, buyers will have immediate access to highlighted products.

In addition, FashionGo Chief Executive Daniel Lee will attend the WWD-MAGIC show in August and host a seminar for buyers.—*Deborah Belgum*

University of California, Irvine, to Offer Two-Week Fashion Course

Popular majors at **University of California, Irvine**, include biology and business, but to further its business range the school's Division of Continuing Education recently announced it will offer a course in fashion design management.

The classes will be a two-week, non-credit program held on the university's campus in Irvine, Calif. The first classes will start on July 29 and end on Aug. 11.

Jeanne Kimura, UCI's program coordinator of professional custom-designed programs, said the program would seek to give a well-rounded look at the fashion business. "Giving students an in-depth view of both business and creative aspects

of the fashion industry, the program culminates with a fashion show and a certificate ceremony," Kimura said in a statement.

The program is designed for university students and high-school students 15 years or older. UCI representatives did not respond by press time to questions about tuition or who was going to be teaching the program.

A fashion curriculum seems to be in demand. **Fashion Institute of Design & Merchandising** runs a campus five miles away from UCI. Community colleges close to UCI such as **Orange Coast College** and **Saddleback College** also offer fashion degrees.—*Andrew Asch*

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