

CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR 73 YEARS

\$2.99 VOLUME 74, NUMBER 29 JULY 13-19, 2018



COURTESY OF MINTMODA

ROOMY FASHION: Denim trends are taking a major turn to baggy looks and oversized jackets. For a glimpse at Fall 2019 denim trends, see page 6.

Guess Partnering With Alibaba to Test Artificial Intelligence in Stores

By Deborah Belgum *Executive Editor*

The realm of artificial intelligence has become reality in the retail world with the new **Guess? Inc.** store in Hong Kong partnering with **Alibaba's** FashionAI project to give shoppers a glimpse into the future.

The artificial intelligence-concept store features smart racks, smart mirrors and next-generation fitting rooms. It also offers customers mix-and-match clothing and accessories suggestions from the Guess line as well as items sold by others on Alibaba's **Tmall**, a business-to-consumer e-commerce platform, and **Taobao**, a consumer-to-consumer platform for small businesses and individuals to open online stores. Guess has been on Tmall since 2013.

"As technology changes how we interact, it also affects how we shop," said Victor Herrero, chief executive of Los Angeles-based Guess. "Our strong and long-lasting partnership with global technology leader Alibaba puts us ahead of the market in our industry."

Each item in the Guess store has RFID tags so that smart mirrors and smart fitting rooms can identify and respond to customers with any piece of clothing.

If there isn't enough inventory in the store, then consumers can go to the Taobao mobile virtual kiosks in the store where items are displayed in sizes and colors not in the retail location. Shoppers then use a mobile app to pay for their purchases and check out.

A rollout of the artificial-intelligence retail concept took place July 4 at the **Hong Kong Polytechnic University** campus on the sidelines of the 2018 **Fashion and Textile Conference**.

While the Guess store in Hong Kong might be up and running with the artificial-intelligence system, it hasn't expanded to any other Guess stores yet. But the company is hoping to roll it out in more markets soon, said Allison Shafii, the director of advertising at Guess.

However, at the end of the month, Guess will be piloting the **Alipay** technology at 41 stores in the United States. Alipay is a digital-payment platform that allows Chinese travelers visiting the United States to purchase items using their Alipay mobile wallet.

Recently, the Asian-American grocery-store chain **99 Ranch Market** announced it too would be accepting Alipay at all its North American stores. ●

New Proposed Tariffs on Chinese Imports Hit Textiles and Handbags

By Deborah Belgum *Executive Editor*

The latest round of proposed tariffs on Chinese imports has the apparel world wondering if it is time to shift its manufacturing from the country that for decades has been known as the apparel factory to the world.

On July 6, the Trump administration's latest set of tariffs were imposed on \$34 billion worth of Chinese goods limited to primarily industrial goods and parts.

Now the president wants to slap a 10 percent tariff on an additional \$200 billion in tariffs on some 6,000 items that include textiles, handbags, yarns, embroidery and leather as well as other goods including electronics, seafood, produce, cigarettes and beauty products. So far, apparel and footwear items are not on the list. But they could be as the Trump administration threatens even more tariffs in the future.

"I think consumer goods are the last things the Trump administration would want to put on the list," said Tom Travis, **Tariffs** page 4

TECHNOLOGY

Water-Repellent Textile Coating Promotes Safer Manufacturing Practices

By Dorothy Crouch *Associate Editor*

When trying to meet the demand for green apparel, manufacturers are often faced with the challenge of creating comparable eco-friendly alternatives to match the performance of products that have been identified as harmful to the environment or human health. This performance challenge is particularly true of naturally sourced textiles that are used to make water-resistant apparel.

According to Kripa Varanasi, who is an associate professor of mechanical engineering at the **Massachusetts Institute of Technology (MIT)**, many textiles that claim to offer water-repellent properties by their manufacturers don't meet the standards they claim.

"Most fabrics that say 'water-repellent' are actually water-resistant," Varanasi said in a statement. "If you're standing out in the rain, eventually water will get through. Ultimately," **Technology** page 3

INSIDE

Where fashion gets down to businessSM

Fabletics expanding retail ... p. 2

Levi's revenues up ... p. 2

On-demand apparel manufacturing ... p. 3

Stitch Fix adds kids ... p. 9

Tags & Labels Resources ... p. 9

www.apparelnews.net

Levi Strauss Expects Revenues This Year to Be Up Almost 10 Percent

Levi Strauss & Co. has been having a very good year, reflected by the fact that it now has 53 more company-operated stores than last year and plans to add approximately 50 more retail outposts by the end of this year.

More stores this year meant more revenue for the San Francisco company, which reported its second-quarter revenues on July 10.

"This was our third consecutive quarter of double-digit growth," said Chip Bergh, the company's president and chief executive. "We remain focused on improving several

areas of business, including U.S. wholesale, [business in] China and Dockers."

Second-quarter revenues for the period ending May 27 were \$1.25 billion compared to \$1 billion during the same period last year. Net income for the second quarter was \$77 billion compared with \$17 billion during last year's second quarter.

Levi's business was still dominated by the Americas, where second-quarter revenues grew 11 percent to \$670 million, or about half of all revenues. Womenswear sales in the region were up 9 percent.

The next largest region was Europe, where revenues were up 31 percent to \$367 million. That was followed by Asia, where revenues inched up 13 percent to \$209 million in the second quarter.

One contrast was China, where revenues were down 3 percent during the quarter because Levi's has closed more than 100 franchise stores in the last 12 months to concentrate on establishing its own company-operated outposts.

As sales in Levi's jeans and its Signature and Denizen labels are robust, the company

is ramping up its marketing campaign for Dockers, which in the past has not been selling as vigorously as the other brands. "There is more work to be done," Bergh said, "but we are confident the brand is headed in the right direction."

The company was so optimistic about the first half of the year that it revised its full-year guidance for revenue growth by 8 percent to 10 percent in constant currency. "These results have outpaced the industry and exceeded even our own expectations," Bergh said.—*Deborah Belgum*

An Optimistic Outlook as Fabletics Celebrates Five Years in Business

During its first five years in business, Fabletics said it has grown to become e-commerce's fastest-growing activewear label. As the brand and its El Segundo, Calif.-based parent company, TechStyle Fashion Group, celebrate this milestone, Fabletics said it plans to add 75 stores to its retail line-up as annual revenues top \$300 million.

In September, the company is debuting a new retail concept launching in Bellevue, Wash., at a time when year-over-year same-store sales increased 20 percent at its current 24 stores.

"We set out to create an inclusive community where women would feel empowered to live an active lifestyle," Kate Hudson, co-founder of Fabletics, said in a statement. "Five years later, we've done that and so much more."

From its 2013 launch as a direct-to-consumer online shopping experience to an omni-channel brand that now includes

bricks-and-mortar retail locations, Fabletics has experienced success through various channels. While 25 percent of its VIP members have joined through friend referrals, the brand also allows consumers to purchase products in traditional stores without being a member.

Through its OmniSuite POS technology, the company affords seamless transitions between benefits available offered by online member accounts and the advantages of in-store shopping at any of its retail locations in the United States.

In addition to its growth in the United States, Fabletics is expanding beyond the 10 countries now in its European market, where it has enjoyed 25 percent year-over-year revenue growth. This fall, Fabletics will embark on its first international distribution partnership in the Philippines as it launches bricks-and-mortar stores, shop-in-shop concepts and e-commerce initiatives.

This growth will be led by an executive team that includes Nancy Arnold, who has been hired as the brand's vice president, creative director, and formerly worked with Chloe + Isabel, Victoria's Secret and Ann Taylor. In her new role, Arnold will report to Chief Marketing Officer Kristen Dykstra.

"Fabletics has succeeded beyond our expectations under Kate's vision and our new team members," said Adam Goldenberg, the co-CEO and co-founder of TechStyle Fashion Group, in a statement. "And I'm confident Fabletics will continue on its incredible growth trajectory."—*Dorothy Crouch*

Louis Vuitton Unveils Remodel of South Coast Plaza Store

After an extensive renovation, Louis Vuitton reopened its flagship store on July 11 at South Coast Plaza in Costa Mesa, Calif.

The shop's new look was designed by star architect Peter Marino, who also designed the Louis Vuitton locations in Manhattan's SoHo neighborhood and Paris's Place Vendôme.

For the South Coast Plaza store, Marino combined elements of Louis Vuitton's European history with a sunny,

shop and resident-artisan studio.

Shoppers will be able to watch Louis Vuitton's artisans create and restore Louis Vuitton products at the boutique's workshop and personalize hard-sided travel pieces.

The remodeled boutique will sell Louis Vuitton's ready-to-wear, leather goods, shoes, accessories, fragrance and home goods. It also will be offering a large selection of pieces exclusive to the South Coast Plaza store.

Along with the remodeled Louis Vuitton boutique, South Coast Plaza is the address for a Louis Vuitton leather-goods boutique at the center's Bloomingdale's store. Another Louis Vuitton leather-goods boutique is located at South Coast Plaza's Saks Fifth Avenue.

—*Andrew Asch*



airy California ambiance and added a number of artworks and cultural elements selected and designed specifically for the Costa Mesa store.

The new Louis Vuitton store has a completely new façade that is made of laminated glass and copper while inside there are three new skylights carved into the ceiling.

The boutique's square footage doubled to 14,000 square feet with a second floor. What is unique about the remodeled outpost is the second-floor work-



Corrections and Clarifications

In the July 9 issue of *Waterwear*, a story about Lunada Bay incorrectly stated that the company had the swimwear licenses for brands that included Lucky Brand, Betsey

Johnson, Anne Cole and Catalina. Lunada Bay designed the swimwear for those brands. The In Mocean Group is the sole owner of Anne Cole and Cole of California.

CALIFORNIA LABEL PRODUCTS
Brand Identity | Label Solutions

www.clp.global
310.523.5800 | info@californialabel.com

WOVEN • HANGTAGS • PRINTED • HEAT TRANSFERS • STICKERS
PRICE TICKETS • RFID • CARE LABELS • METAL • PATCHES

ShareCloth Streamlines On-Demand Apparel Manufacturing

By Dorothy Crouch Associate Editor

For New York-based technology company **ShareCloth**, shifting clothing manufacturing toward more efficient digital practices is at the core of its business model. The 4-year-old cloud-based solution recently unveiled an innovative, new approach to on-demand apparel making.

"ShareCloth is a software solution that helps apparel retailers to start selling on-demand," said Sergey Moliavko, the company's chief executive officer. "It's a multipurpose solution to digitize the style after product development is uploaded to the ShareCloth cloud before the manufacturing process."

With its on-demand application for apparel manufacturing, ShareCloth allows designers to share designs with retailers who then place orders with manufacturers. Only the requested number of units is produced. Once production is complete, apparel is delivered for retailers to distribute to customers.

"We are trying to support localization," Moliavko said. "We need to deliver capsule collections fast. We can't wait two to six months for the shipments from overseas."

Before introducing its latest technology, ShareCloth invited 40 women to test the new offering as an on-demand shopping experience.

"We had 91 percent satisfaction on the fit and more than 89 percent satisfaction overall," Moliavko said. "Out of 40 dresses, I believe only one person wasn't satisfied. Compared to regular e-commerce—we had no returns."

Using the mobile iPhone application, the subjects chose the fabric and color for a dress design. The women's measurements were entered into the application, and fit could be customized using a body avatar. Through the avatar tool, each woman created a dress size that more closely reflected her own body by uploading two selfies.

"The technology works pretty easily. When you have the solution connected to your e-commerce, if the customer wants to purchase a dress, we provide precise virtual fitting," Moliavko explained. "Once the size is validated, we share the size with the manufacturer, so it can start manufacturing."

During this demonstration phase, ShareCloth's on-demand platform registered a **Net Promoter Score** of 75 percent, an impressive accomplishment for made-to-order apparel manu-

facturing that was still in its testing stage.

At **Hello World**, a design and development studio located in downtown Los Angeles that has partnered with ShareCloth, Chief Executive Officer Tricia Hoke specializes in guiding new designers through launching their brands with a focus on small-batch production.

"We try to consult designers who are starting their business or, in the midst of their business, we help them pull it together so they're not investing huge amounts of inventory," she said. "I am trying to build a self-guided way for people to come in and connect with Sergey, and we provide the physical parts that you can't really automate."

With the introduction of ShareCloth, Hoke hopes to promote communication within the apparel industry to work toward a more collaborative environment. As apparel manufacturing transitions into more

efficient production methods, she recognizes the challenges of moving away from the old model but is optimistic about her partnership with Moliavko.

"People want to try this made-to-order, on-demand model, but they still have to go through a development phase and figure it out," she said. "It's a huge benefit to have somebody like Sergey's company who can install those APIs (application programming interfaces) with the measurements, send the orders straight to us and we're ready to get going."

The digitization of apparel manufacturing is creating an easier, streamlined process once designers, retailers and manufacturers learn to adapt. By connecting with other technologies that are solving e-commerce issues, ShareCloth has created a more seamless platform for an integrated solution.

"We already have a plugin for **Shopify** and **Squarespace**, which are really popular for small brands," Moliavko said. "It can also be integrated into **Magento** for larger brands and any other commerce engine for 30 minutes' work by a developer."

The technology is offered through an annual \$1,200 sub-



Sergey Moliavko (foreground) with women wearing the ShareCloth dress prototypes

scription model, which requires a fee of 5 percent of the production cost and a 2.5 percent transaction charge for ShareCloth's smaller clients.

Building momentum through working with smaller partners, ShareCloth is ready to expand and Moliavko plans to officially launch the on-demand product this September. He looks forward to showing how apparel corporations can also benefit from this technology.

"We started with small brands because we believe small fashion will benefit from on-demand, but at the same time, enterprise-level brands like **Nike** or **Adidas** will work to deliver more customized pieces to their customers," he said.

Considering the waste often produced during traditional apparel manufacturing, this cost seems small. Through ShareCloth's more sustainable on-demand model, waste can be reduced.

"One of the key problems of the industry is sustainability," Moliavko said. "Right now, the world produces approximately 150 billion textile pieces per year. More than 20 percent is never sold."

When customers are offered a model based on virtual fitting that affords more customizable apparel, they are more likely to be satisfied with their final purchases, which supports a more environmentally sound apparel industry.

"The manufacturing flow is old fashioned for the 21st century," Moliavko said. "We need more dynamic technologies to fulfill the demands for today's customer of the 21st century." ●



Tricia Hoke (left) and Sergey Moliavko

TECHNOLOGY

Technology *Continued from page 1*

mately, the goal is to be repellent—to have the drops just bounce back."

In their paper, "Short-Fluorinated iCVD Coatings for Nonwetting Fabrics," published in the scientific journal *Advanced Functional Materials*, Varanasi, MIT professor Karen Gleason, former MIT post-doctorate affiliate Dan Soto, researcher Asli Ugur and laboratory assistant Taylor Farnham identified an alternative process to render textiles water repellent, or hydrophobic. Through its research, the team introduced a new type of coating to replace the potentially harmful chemicals often used to manufacture water-repellent textiles.

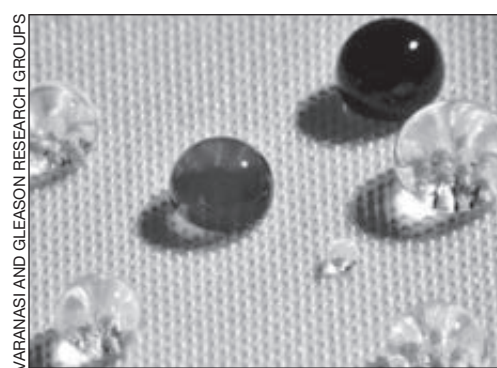
Citing the potential threats of perfluorooctane sulfonate (PFOS) and perfluorooctanoic acid (PFOA), which are classified as long perfluorinated side-chains polymers, the MIT scientists set out to find less-harmful methods for protecting textiles from liquids. These commonly used chemicals can remain in the environment and human body over long periods of time and have been restricted in the United States.

While the chemicals are not made in the United States, according to the Environmental Protection Agency, apparel and textiles manufactured with these substances are imported into the country. The EPA is aware of the threats surrounding the chemicals and continues to in-

vestigate their detrimental effects.

In November 2017, California's Office of Environmental Health Hazard Assessment (OEHHA) formally recognized PFOA and PFOS as potentially harmful and added them to its Proposition 65 list of substances that could cause reproductive toxicity.

By using a method known as iCVD, or initiated chemical vapor deposition, the scientists applied durable, conformal short fluorinated polymers stabilized



Liquids repelled by MIT coating

with a cross-linking agent to fabrics including cotton, silk, linen and wool that featured different weaves, such as duchesse, luxury duchesse, georgette and plain. These shorter polymers do not pose as great a threat as their longer counterparts, nor do they remain in the environment or bioaccumulate in the human body.

This iCVD process also solves another issue faced when manufacturing water-repellent clothing by traditional methods. Man-

ufacturing through the current standards requires a liquid-based coating that is created by immersing fabric in the solution, a process that typically impedes the breathability of the

textile due to pores blocked by the liquid as it dries. To afford greater airflow through the fabric, air is forced through the small holes in the material, creating an additional manufacturing step and compromising the water-repellent properties.

"The biggest challenge was finding the sweet spot where performance, durability and iCVD compatibility could work together and deliver the best performance," Soto explained in a press release.

The iCVD method bypasses the use of liquids in favor of the ap-

plication of a coating that is thin, uniform and can be performed in an environment of low temperature. Using this process allows a textile's breathability to remain unhindered, which would enable manufacturers to omit the task of clearing the pores.

In addition to testing water repellence of the coated textiles through an industry-standard rain test, Varanasi revealed that experimenting with coating also included exposing the materials to an array of fluids, such as coffee, ketchup, sodium hydroxide, and acids and bases. While the coating withstood exposure to these liquids, the team also wanted to explore how the textiles would fare over time after multiple wash cycles.

After discovering that repeatedly washing the materials wouldn't break down the coating, the team conducted abrasion tests through 10,000 repetitions, which subjected the protective layer to severe conditions. Upon examination of the fabric following this test, no damage to the coating could be found.

"Many fabrics can benefit from this technology," Varanasi said. "There's a lot of potential here." ●



Professor Kripa Varanasi

Fulfill all your staffing needs with the most trusted resource in town.

NEWS

Tariffs *Continued from page 1*

an attorney with **Sandler, Travis & Rosenberg** who is an expert on trade law and customs. "But since no one can read a crystal ball, the best bet for people to do is to take a look at their supply chains and figure out alternatives. I'm not suggesting that they run and change things right away, because they have to have a deliberately planned contingency and determine their own risks."

For many U.S. clothing companies, China is so attractive because it has a vast apparel and textile infrastructure that produces many of the raw materials needed to make garments, including buttons, fabric, zippers, embroidery and sewing thread.

"If people could have shifted out of China, they would have done it by now," said Steve Lamar, executive vice president of the **American Apparel & Footwear Association**. "There is definitely a strong vertical industry in China that makes it hard to move production of apparel, footwear and travel goods," he said.

Finding factories in a new country requires verifying they meet environmental and labor standards as well as produces a quality product. "At any given moment, there are three or four factors telling you to move out of China, and there are three or four factors telling you to stay put. Because of this, China's market share of U.S. apparel imports has stayed at a static 40 percent to 41 percent," Lamar said.

For **Stony Apparel Corp.**, a longtime Los Angeles manufacturer of clothing for juniors and girls, the move from China would be difficult because of the volume the company does there. About 80 percent to 90 percent of Stony Apparel's collection of dresses, T-shirts, tops and pants are produced in Chinese factories, said company co-founder Steve Maiman.

"We are always on the lookout to expand our horizons, but it is a slow and arduous process. When you are making millions of units a month, your supply chain has to be

reliable," he said. "It is pretty hard to just think you are going to move somewhere else because of tariffs, which already are pretty darn high. They are 16 percent to 32 percent on various categories, which is through the moon. Unfortunately, any additional rates, in an effort to 'make America great again,' will be passed on to our shoppers."

Maiman points out that the same conditions that affect his China-based production are also affecting his competitor's China-based production. Everyone will probably pass on price increases to consumers, he said.

The **National Retail Federation**, a trade group in Washington, D.C., already has its eye on price hikes. It issued a statement saying the Trump administration's latest tariffs on a list of \$200 billion worth of products was "a reckless strategy that will boomerang back to harm U.S. families and workers. The threat to the U.S. economy is less about a question of 'if' and more about 'when' and 'how bad.' Tariffs on such a broad scope of products make it inconceivable that American consumers will dodge this tax increase as prices of everyday products will be forced to rise."

Chip Bergh, the president and chief executive of **Levi Strauss & Co.** in San Francisco, said in a second-quarter-earnings conference call on July 10 that he was concerned that many fashion houses would be hit with higher costs.

However, he believes his company will not be as greatly affected because Levi Strauss has traditionally diversified its sourcing mix so that no one country is responsible for more than 20 percent of production.

For now, the recent round of tariffs on \$200 billion worth of products won't take effect for at least another two months while hearings are held in Washington, D.C., Aug. 20-23 to receive input on the issue.

In the wake of the latest tariff proposals, the U.S. Senate on July 12 passed a non-binding resolution to try to give it more say about trade penalties imposed in the name of national security. The vote was 88-11. ●

Calendar

July 14

SwimShow

Miami Beach Convention Center
Miami Beach, Fla.
Through July 17

Cabana

Collins Park
Miami Beach, Fla.
Through July 16

Hammock

1 Hotel South Beach
Miami Beach, Fla.
Through July 16

July 17

DG Expo Fabric & Trim Show

Penn Plaza Pavilion
New York
Through July 18

Première Vision

Pier 94
New York
Through July 18

Spinexpo

Brooklyn Expo Center

Brooklyn, N.Y.
Through July 19

July 22

Project Mrket
Project Women's Accessories
The Show Fame
Moda
Javits Center
New York
Through July 24

July 23

Apparel Sourcing
Texworld USA
Javits Center
New York
Through July 25

Liberty Fairs

Pier 94
New York
Through July 25

Outdoor Retailer

Colorado Convention Center

Denver
Through July 26

July 28

Westcoast Trend Show
Embassy Suites LAX North
Los Angeles
Through July 30

July 29

CurveNY
Javits Center
New York
Through July 31

ASD MARKET Week

Las Vegas Convention Center
Las Vegas
Through Aug. 1

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.

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



Imagine The Extraordinary.

#EmpowerFashion



KNITTING



DESIGN



R&D



DYEING



PRINTING



FINISHING

Our fabrics are for the brands of tomorrow—the ones who
define trends, insist on quality and care about origin.

texollini

MADE IN THE USA

texollini.com

 [texolliniUS](https://www.facebook.com/texolliniUS)

 [texollini](https://twitter.com/texollini)

 [texollini_us](https://www.instagram.com/texollini_us)

Top 10 Denim Trends for Fall/Winter '19

From denimheads who wear jeans every day (and never wash them) to those who carefully curate and dry-clean their crisp indigo duds, denim somehow retains the ability to work for every style and encompass every attitude.

For Fall '19, silhouettes get roomier in general, with higher waists, wider legs and slouchier fits. Laundered

effects range from mid-wash blues to blackened fades, with acid wash making a splashy return to the forefront of fashion. Here are denim trends for the season, plus a color palette for patchwork blues and new, rusted shades from Sharon Graubard, founder and creative director at **MintModa**, an online trend service.

True Blues

Bright and clean indigo washes freshen up denim for Fall. In contrast to the faded effects and placed rips that have stolen the denim focus in past seasons, this clean overall finish provides a more "put-together" look. The even-surfaced indigo works with all items and silhouettes.

Looking especially new are denim jogging bottoms, head-to-toe sets and sleek boiler suits in this classic bluebell color. Reinforced trapunto details at the knee, quilted effects and high-contrast stitching will provide more interest. Seams can be slightly abraded for a softened look.



Dry Darks

Dark hues and clean surfaces look especially right for Fall, perhaps a reflection of the current interest in wear-it-to-work apparel. Unbroken deep color and lustrous finishes call out for precise shapes and minimal embellishment. Any tailored piece becomes more approachable, wearable and versatile when cut from this premium denim. Think of natty suits, classic straight-leg jeans or an easy yet elegant duster coat.

Sharp pocket flaps outlined with contrast stitching will emphasize raw denim's neat and polished nature. When denim is this clean, every detail counts.

Broken-in Blacks

Worn-in denim gets an update with blackened shades. These graphite tones work best for streetwear looks but can go classic or contemporary when the silhouette is polished. Casual slate-colored jeans get an update with hip-yoke seams and a waistband that sits at the natural waist. An ankle-skimming skirt in lightweight, laundered denim is made even more relaxed by an elastic waist, which is a key detail for the season. As for denim ensembling, charcoal denim is cut into a fur-trimmed trucker-blazer hybrid and paired with skinny jeans ripped at the knees, creating an appealing juxtaposition of refined and rough.



Artful Patchwork

Color blocking with tonal indigos started a few seasons ago but continues to be a driving force. Patchworks can be as intricate as a crazy quilt or as simple as a single mended square. Pieced, patched, paneled or blocked—any technique will do.

Cargo pants, a key item for Fall and into Spring, are made more eye-catching with contrasting pockets. Non-denim materials can be part of the mix, especially plaids, menswear tweeds and rich brocades. For extra visual appeal, there are collages of bandanna prints, simple florals and tiny dots, all in shades of denim blue.



The Big Easy

The skinny-leg jean is finally waning, giving way to a myriad of easy-to-wear bottoms. The newest jeans are roomy and feature wide, stovepipe legs or billowy extra-large silhouettes. Ultra-long lengths emphasize the ample shapes, with cuffs that range from a single break over the instep to extravagant lengths that puddle over the shoe and drag on the ground. The cut of the leg can be straight, flared or pegged. These relaxed gender-free styles work best in classic washes including light all-over bleaches, mid-tone blues or dark and raw qualities.



The Work Shirt

Work shirts are versatile contemporary options that function on their own as tops or can be styled as lightweight jackets. Point collars and chest pockets get bigger for Fall, becoming bold statements that update this time-honored item. Silhouettes range from hip-skimming military styles to finger tip-length tunics. Closures include snaps, button-fronts or placketed popover styles, and sleeves can end anywhere from below the elbow to knuckle-dusting. Another update is color; aside from indigo blues, there are olives, khakis, reds and earthy clay tones. Patches, embroideries, printed areas or logos offer a faux DIY effect, adding personalized appeal.



The Reshaped Trucker

The trucker jacket, like jeans themselves, can be endlessly reinvented and still retain its iconic identity. For next Fall, truckers are oversized, cropped, drop-shouldered or hourglass shaped. Because this staple wardrobe piece is a favorite in all markets, offering it in a variety of fits is essential. There are interesting

proportion plays, like a cropped jacket with widened sleeves or a super-elongated version with a narrow band hem. Colors for truckers uptrend, like true red or a fresh green. When the silhouette is so identified with jeanswear, there is leeway in the fabric. Wool flannel, leather or suede, lush corduroy or puffy quilts all bring a fresh point of view to next Fall's trucker.



Indigo & Beyond

Next Fall's denim palette celebrates indigo in all its beloved variations. There are sharp and clear navy blues, dusky slates, graphite-colored fades and smoky blue-grays. True blues, conjuring '50s rockabillys, is key for classic looks as well as fashionable sets and new baggy dungarees. The lighter tones make a comeback for pale, laundered looks and acid-washed speckles. All the blues work in indigo rainbows for patchworked effects. As for alternatives to blue, there are warm red-clay tones, olive greens and new caramel-colored browns, used for over-dyes, streaky bleaches, colored wefts and sturdy canvases.



Heavy Metal

Studs are the denim embellishment of choice for Fall. Placed metal nailheads show up in new pattern placements on high waistbands, shoulders, yokes, legs or sleeves. The metal decorations can be flat, semi-round or pointy; finishes are silver, gold or brass and can be set with a stone or pearl. All types are freely mixed for an ornamental effect or used sparingly for a more restrained aesthetic. Just a touch of metal detailing will give denim an upgrade.

MAGIC

AUGUST 13-15, 2018

SOURCING AT MAGIC OPENS AUGUST 12
LAS VEGAS & MANDALAY BAY CONVENTION CENTERS



FN PLATFORM

Luxury to Lifestyle Branded Footwear
for Men, Women, Juniors, and Children

WWDMAGIC

Young Contemporary and Trend-Driven
RTW and Accessories for Women

PROJECT

Contemporary Sportswear,
Accessories and Footwear
for Men and Women

THE TENTS

Elevated Contemporary and
Designer Collections for Men

PROJECT WOMENS

Contemporary and Seasonless Lifestyle
Fashion Brands for Women

STITCH @ PROJECT WOMENS

Luxury to Lifestyle Better
Womenswear and Accessories

THE COLLECTIVE

Branded and Licensed Apparel
for Men and Young Men

POOLTRADESHOW

Independent, Art-Inspired Fashion
and Accessories for Men and Women

CURVE LAS VEGAS

Intimate Apparel, Swim and
Resort for Women and Men

CHILDREN'S CLUB

Elevated Lifestyle Collections for Children

SOURCING AT MAGIC

Apparel Manufacturing, Component,
Technology and Service Providers
from Around the World

FOOTWEAR SOURCING AT MAGIC

Footwear Manufacturing, Component,
Technology and Service Providers
from Around the World

REGISTER NOW AT
UBMFASHION.COM

UBM
FASHION | 
UBM

Simple Santa Barbara Luxury Inspires Catherine Gee Apparel Line

By Dorothy Crouch Associate Editor

Originally from Nashville, Tenn., Catherine Gee launched her eponymous brand two years ago with California on her mind.

Immediately she won the Crème de la Crème contest during WWD/MAGIC's Emerging Designers Showcase that year. It was an honor that set high standards for a high-end line based upon simplicity. "I started the collection around the classic '90s iconic slip-dress," she said.

Still designing around simple but classic lines, Gee recently launched her Resort 2018 collection, inspired by the Southern California sunshine and European vibe of her adopted home in Santa Barbara, Calif. From her 1,000-square-foot studio, Gee's 10 years in the Golden State have yielded a luxury clothing brand based upon simple concepts of versatile—yet elegant—dressing.

"The broader inspiration for this collection was European and Mediterranean but also keeping in mind what inspires me for



quality Pima [cotton]."

For her Resort 2018 collection, Gee maintained her commitment to soft, wearable silks and linen pieces but also incorporated on-trend elements that still afford classic looks to be worn well after the season passes.

"With my collection, I pay attention to trends, but I don't let them drive me. For me, taking the menswear influence into women's fashion—the classic suiting isn't going anywhere—I think you can do that in an elegant, feminine way."

By using soft fabrics to create beautiful lines that complement the movement of a woman's body, Gee has satisfied a need for elegant clothing that transitions well between dif-

ferent social settings, making the brand perfect for travel.

"Ours is a very resort-driven brand," she said. "The people who are buying—whether it's the buyers, boutiques or direct-to-consumer—they're buying it for vacations. That has been really cool for me to see unfold," she explained.

Through designing a line that affords versatile, classic pieces, Gee is able to take part in some of the most wonderful times of her customers' lives. Her retail partners appreciate Gee's ability to incorporate trends without sacrificing the style for which the brand is known.

"Everything is very fashion forward but also very sleek. I just sold a couple of Catherine's pieces to a bride who was going to Greece on her honeymoon, and she couldn't get enough of it," said Hannah Adcox, owner of Tuscaloosa, Ala.-based boutique **Dukes Clothier**.

Working with Gee for nearly two years has allowed Adcox to see the growth of the Catherine Gee brand, as the collection gains recognition among consumers. "Our customers have already started to recognize the brand in the store, and when we



the entire line, which is the Southern California—specifically Santa Barbara—climate," she said. "I am really inspired by the light in Southern California."

With an affinity for silk, Gee estimates that 90 percent of her line is made of the fabric. Using only the finest silk sourced from China, Gee manufactures most of her apparel in downtown Los Angeles.

"Silk is supple, soft and it's very elegant. I wanted to do something that was a bit more elevated and silk is my absolute favorite," she said. "Plus, a lot of my collection—when you see it—is all about the drape and how the style hangs."

Allowing her creativity to drive an expansion into other fabrics, Gee is now working with silk-blended linens, which have received positive feedback from clients. She is also exploring materials from other global resources as well.

"While I do primarily make my clothing in Los Angeles, I have some pieces coming in from Peru that I make from very high-



get new pieces of it in, they recognize her name," she said.

Wholesale pricing for the Catherine Gee line starts at \$67 for tank tops, \$105 for blouses and \$110 for pants. Wholesale dress prices start at \$167 for slip styles while occasion pieces are priced at \$226 and eveningwear designs are \$250.

The brand has an online presence at www.catherinegee.com and is available at upscale boutiques. ●



Wood Underwear®
Underwear, shirts & lounge wear for men.

+1.310.339.4355
info@woodunderwear.com
woodunderwear.com

Visit us -
Chicago Collective & PROJECT/The Foundry, Las Vegas



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



**Get Yours Today
and Save 75%!
Call toll-free
(866) 207-1448**

**CALIFORNIA
ApparelNews**

Get Inspired!

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

One Roll Minimum.

www.cinergytextiles.com
Tel: 213-748-4400
cinergytextiles@aol.com

**Cinergy
Textiles,
Inc.**

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



Stitch Fix Launches Stitch Fix Kids

For the parent who doesn't have enough time to shop for his or her children, **Stitch Fix** has come up with a solution.

The online personal shopping and subscription service is offering a service for children who wear sizes 2T to 14 in a range of affordable clothes that sell for \$10 to \$35 per item.

A Stitch Kids package includes eight to 12 pieces from 50 brands including **Under Armour**, **Nike**, **Toms**, **Hanna Andersson**, **Threads 4 Thought**, **Joules** and **Tailor Vintage**. Stitch Fix is introducing its own brand of everyday playwear and essentials under the **Rumi + Ryder** label.

"At Stitch Fix, our goal has always been to help our clients discover products and styles they love," said Katrina Lake, the founder and chief executive officer of Stitch Fix in San Francisco. "Stitch Fix Kids is a fun and engaging way for kids to find clothes they love and feel their best in while saving parents time."

Parents can manage their children's profile directly from their own by filling out a Style Profile and picking dates to receive Stitch Fix Kids packages. Clients buy what they like and return the rest with free shipping both ways. If all items are kept, they receive a 25 percent discount.

Stitch Fix was founded in 2011 on a concept that people would love to receive packages of clothing selected for them. Through computer questionnaires and the service's algorithms and consultations with human stylists, Stitch Fix assembles a profile of fashion likes and dislikes for members. The company later ships regular deliveries of clothes, footwear and accessories to its members for a fee.

Stitch Fix went public last year with its Class A common stock being offered at \$15. The stock was most recently being traded at \$33.87 a share. The company's revenues totaled \$977 million in 2017.—*Deborah Belgium*

Tags & Labels Resources

California Label Products

13255 S. Broadway
Los Angeles, CA 90061
(310) 523-5800
Fax: (310) 523-5858
Contact: Tasha
www.clp.global
info@californialabel.com

Products and Services: California Label Products has been servicing the apparel industry for 19 years. Our In-House Art Department can help develop your brand identity with an updated look or provide you with a quote on your existing items. Our product list not only consists of woven labels, printed labels, heat transfers, size tabs, RFID price tickets, and custom hangtags, but we also have a service bureau with quick turn time and great pricing. We are dedicated to setting the highest standard of excellence in our industry. Above all, we value quality, consistency and creating solutions that work for you. Check our website for a full product list or call or email us.

Progressive Label

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

Products and Services: Progressive Label is dedicated to helping companies develop and showcase their brand identity. From logo labels and hangtags to care/content labels and price tickets, we will develop, produce, and distribute your trim items worldwide. We specialize in producing custom products that will meet your design and merchandising needs. We successfully launched production of RFID price tickets last year. This demand is being greatly driven by the big retailers such as Macy's and Target. Our growth and market dynamics have resulted in opening up a production center in Tijuana, Mexico. We have also added advanced die cutter technology in our Los Angeles production center to streamline our production efforts and to

strengthen our packaging capabilities. A very important part of our business is FLASHTRAK, our online ordering system for price tickets, custom products and care labels. Our mission is to deliver high-quality products at competitive prices, wherever they are needed for production. We understand the rush nature of this industry and strive to meet the tight deadlines facing our customers.

This listing is provided as a free service to our advertisers. We regret that we cannot be responsible for any errors or omissions within Tags & Labels Resources.

Apparel News Group

73
1945-2018

Seventy-three years of news,
fashion and information

CEO/PUBLISHER
TERRY MARTINEZ

EXECUTIVE EDITOR
DEBORAH BELGUM

RETAIL EDITOR
ANDREW ASCH

ASSOCIATE EDITOR
DOROTHY CROUCH

EDITORIAL MANAGER
JOHN IRWIN

CONTRIBUTORS
ALYSON BENDER

VOLKER CORELL
JOHN ECKMIER

JOHN MCCURRY
ESTEVAN RAMOS

TIM REGAS
N. JAYNE SEWARD

HOPE WINSBOROUGH
NATALIE ZFAT

WEB PRODUCTION
MORGAN WESSLER

CREATIVE MARKETING DIRECTOR
LOUISE DAMBERG

DIRECTOR OF SALES AND
MARKETING

TERRY MARTINEZ

SENIOR ACCOUNT EXECUTIVE
AMY VALENCIA

ACCOUNT EXECUTIVE
LYNNE KASCH

BUSINESS DEVELOPMENT
DANIELLA PLATT

MOLLY RHODES

SALES ASSISTANT/RECEPTIONIST
ASHLEY KOHUT

ADMINISTRATIVE ASSISTANTS
CHRIS MARTIN

RACHEL MARTINEZ

SALES ASSISTANT
PENNY ROTHKE-SIMENSKY

CLASSIFIED ACCOUNT
EXECUTIVES

ZENNY R. KATIGBAK
JEFFERY YOUNGER

CLASSIFIED ACCOUNTING
MARILOU DELA CRUZ

SERVICE DIRECTORY ACCOUNT
EXECUTIVE

JUNE ESPINO

PRODUCTION MANAGER
KENDALL IN

EDITORIAL DESIGNER
JOHN FREEMAN FISH

CREDIT MANAGER
RITA O'CONNOR

PUBLISHED BY
TLM PUBLISHING INC.

APPAREL NEWS GROUP

Publishers of:

California Apparel News

Waterwear

Decorated

EXECUTIVE OFFICE

California Market Center

110 E. Ninth St., Suite A777

Los Angeles, CA 90079-1777

(213) 627-3737

Fax (213) 623-5707

Classified Advertising Fax

(213) 623-1515

www.apparelnews.net

webmaster@apparelnews.net

PRINTED IN THE U.S.A.



PROFESSIONAL SERVICES & RESOURCE SECTION

ACCOUNTING SERVICES

HOVIK M. KHALOIAN
CPA
ACCOUNTING • AUDITING
TAXATION SERVICES FOR THE APPAREL INDUSTRY

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

TEL: 818.244.7200
HOVIK@HMKCPA.NET

ATTORNEY

SanDiegoBizLaw APC

"A CEO's First Call"

We can help you with contracts, litigation,
and employment law anywhere in
California or the country.

www.SanDiegoBizLaw.com

A Business Law Firm that Runs a Clothing
Brand to support stressed dogs

Free Consultation
619.793.4827

CONTRACTOR/HANDBAG

Cutting/Sewing

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

**BELLAS
FASHION**

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

(714) 709-3035

Fax: (714) 556-5585

bellasfashion.com

FIT MODELS

MPM Models

Embracing Beauty In All Shapes And Sizes

*****FIT MODELS*****

All Sizes - Men - Women - Children

Fit. Print. Showroom. Tradeshow. Runway.

951.458.0076 / MsPenny@mpmmmodels.com

MERGERS & ACQUISITIONS



**VELD MERGERS
& ACQUISITIONS**
LOS ANGELES • HONG KONG
SAN DIEGO • SAN FRANCISCO

Considering Selling or Expanding?

- Manufacturing / Distribution
- Retail / Wholesale

The Apparel Industry's Premiere M&A Brokerage

1,000+ Businesses Sold Since 2002!

www.veldma.com
310.652.8066

MODEL SERVICES

Rage
MODELS
"Real Models for Real Clothes for Real People ®"

PRO FIT MODELS
ALL SIZES AVAILABLE

TEAMRAGE@RAGEMODELS.COM
818.225.0526

FIT | SHOWROOM | TRADE SHOWS | PRINT | COMMERCIAL | RUNWAY
WWW.RAGEMODELS.COM

PRIVATE LABEL

**ACE SEWING
MACHINE INC.**



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

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

**SWIM & ACTIVEWEAR
FULL PACKAGE SERVICE**

WRAP CERTIFIED FACTORY

(Low MOQ, Competitive Prices, EDI Compliant)
Full sample development & production service

Contact us today

SOVEREIGN SKY INC. (SSI)
SSIPrivateLabel.com

Info@ssiprivatelabel.com, April@ssiprivatelabel.com
(626) 327-3344

**CALIFORNIA
ApparelNews**

Contact Terry Martinez at
(213) 627-3737
or terry@apparelnews.net
for advertising information

CLASSIFIEDS

Visit www.apparelnews.net/classifieds
to place your ad in our self-serve system

www.apparelnews.net

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

Jobs Available



APPAREL BOTTOMS COMPANY SEEKING INDIVIDUALS TO FILL THE FOLLOWING POSITION. INCREDIBLE OPPORTUNITY FOR THE RIGHT INDIVIDUALS.

PRE-PRODUCTION/PRODUCT DEVELOPMENT

- * Will be working directly with Design Dept. in keeping detailed records to ensure smooth transition to Production Dept.
 - * Sketching ability a must! Be proficient in Illustrator & Photoshop. Must be able to sketch quickly for Designers.
 - * Must have Great Organization skills to multi-task with Design & Productions Dept's.
 - * Will be working to create and catalogue denim wash library, assisting in ordering fabric and following up on all sourcing requests.
 - * Assisting in getting lines ready for market, tagging line, creating photo record of line and organizing files to pass to Production Dept.
 - * Understanding of overseas manufacturing, garment construction, sample room, pre-production and costing.
 - * Needs to be detail oriented and be able to work well under pressure in a team environment
- Email resume to: hrdept@rewash.com or fax to (323) 657-5344

DESIGN ROOM ASSISTANT - FULL TIME

- * Creating and updating the Xirena calendar & lineplan
 - * Keeping track of the duping process
 - * Order sample yds & trim, create & receive
 - * Check in fabrics & maintain the area
 - * Submit & follow up on lab dips.
 - * Follow up on approvals.
 - * Sendout samples & fabric tests for dye.
 - * Create, receive & follow up on all po's.
 - * Prepare and create line sheets each season.
 - * Tag samples before lines are sent to showrooms.
 - * Send samples to showrooms
 - * Excellent Benefits: Medical / 401 (K)
- Send resume to: HR@ddaholdings.com

PROJECT COORDINATOR

YS Industries, LLC a sewing manufacturing company in Vernon, CA seeks an exp'd Projects person to handle multiple tasks relating to the operations of a sewing factory. They must know Microsoft Word, Excel and Outlook. Able to negotiate with vendors on purchases for the factory.

Email resume to: lenab@ysinds.com or contact Laura at 323-282-2097

DESIGNER

Contemporary company is looking for designer position. Must have at least 5 years of experience, must be detail oriented, organized and responsible. Be able to do multi task. Good communication skill and must be computer literate. Knowledge of tec pac and must be able to communicate with China Factory.

Pls send resume to: mpaguio@velvetheart.com

Jobs Available



APPAREL BOTTOMS COMPANY SEEKING INDIVIDUALS TO FILL THE FOLLOWING POSITION. INCREDIBLE OPPORTUNITY FOR THE RIGHT INDIVIDUALS.

SENIOR SHIPPING CLERK

- A terrific opening for an experienced person to help manage shipping point
 - * Must be computer literate and have knowledge working with ERP & WMS systems as well as experience with EDI & EXCEL
 - * Exp. with Imports and bulk distributions to major retailers
 - * Knowledge of customer requirements, routing & coordination of IN/OUT trucking activity a must
 - * Candidate must have 3 years experience
- Email resume to: hrdept@rewash.com or fax to (323) 657-5344



APPAREL BOTTOMS COMPANY SEEKING INDIVIDUALS TO FILL THE FOLLOWING POSITION. INCREDIBLE OPPORTUNITY FOR THE RIGHT INDIVIDUALS.

PRODUCTION PATTERNMAKERS

- Responsible for production patternmaking of a junior/special sizes denim product line.
 - Qualifications required:
 - * 5 years exp. in the junior denim market
 - * Must have a good understanding of garment wash and shrinkages
 - * Candidate must be a self-starter and well organized
 - * Be proficient with Patternmaking software
- Email resume to: hrdept@rewash.com or fax to (323) 657-5344



GRAPHIC ARTIST

Join our Art Team. Creative input for fashion tops & screened t-shirts. High volume prints, textiles, screens. Illustrator/Photoshop/Net-Graphics/Kaledo savvy. Self-initiative & team effort critical. Shop retail. Highly organized, results-driven. Clearly communicate creative ideas. Send PORTFOLIO with resume to: trankin@selfesteemclothing.com

SPEC WRITER

KIDS WEAR MFG. CO. SEEKS SPEC WRITER, MUST HAVE EXP. IN WOVEN & KNITS. WILL CREATE TECH PACKS INCLUDING GRADING, MEASURING GARMENTS & DETAILED SEWING CONSTRUCTIONS. WILL SEND FIT COMMENTS TO OVERSEAS CONTRACTORS.

FAX/E-MAIL RESUME TO: 213-749-4401 / Rowena@rmlainc.com

Jobs Available



APPAREL BOTTOMS COMPANY SEEKING INDIVIDUALS TO FILL THE FOLLOWING POSITION. INCREDIBLE OPPORTUNITY FOR THE RIGHT INDIVIDUALS.

TECHNICAL DESIGNER

Technical designer with 2-3 yrs exp. in the jr. denim bottoms market needed. Must have well rounded knowledge of garment construction & the production process. Will be responsible for ensuring the accuracy, consistency & quality of the fit, construction & specs of the garments. Must have good fit skills & ability to lead a fitting, either on a live model or a form. Knowledge of patternmaking a plus. Strong computer & communication skills.

Email resume to hrdept@rewash.com or fax to (323) 657-5344

CREATIVE CUTTER

Greg Lauren LLC, a Los Angeles based custom clothing brand, is seeking a full time creative cutter.

Qualified individuals will have experience with cutting all types of materials ranging from silks to denim to vintage goods as well as an understanding of patterns, including both creating new ones and working with/altering existing patterns. Creative thinking as well as ability to multitask and stay organized while working under tight deadlines is essential.

Email: michael@greglauren.com

SEWING SUPERVISOR

YS Industries, LLC sewing manufacturing company in Vernon, CA seeks an experienced Sewing Supervisor. Must have knowledge of knit product specially T-shirts. Need to know Overlock, Coverstitch and Set Tape. Must be able to balance sewing line by capacity. Knowledge of T-shirt quality specifications and sewing methods of a T-shirt.

Email resume to: lenab@ysinds.com or contact Laura at 323-282-2097.

HR ADMINISTRATOR/ASSISTANT

YS Industries, LLC a sewing manufacturing company in Vernon, CA seeks an experienced HR Administrator/HR Assistant. The HR Admin/HR Assistant will have worked in a sewing factory handling all disciplines related to HR. They must have at least 5 years' experience. They must have strong full-cycle recruiting exp., specially recruiting sewers, cutters & spreaders.

Email resume to: maggie@nextlevelapparel.com

PRODUCTION ARTIST

JRs Fashion Tops. Recolor/Revise/Resize Art-work/Prints using Illustrator/Photoshop. Placement of screens on final patterns. Review Art-work/Prints Pitch Sheets & screened Blocks for Import Tech Pkgs creation. Close communication with Sales, Design & Production teams to ensure accuracy of orders.

Email: trankin@selfesteemclothing.com

Hyperlink your ad for best results

CLASSIFIEDS

Visit www.apparelnews.net/classifieds
to place your ad in our self-serve system

www.apparelnews.net

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

Jobs Available

CUSTOMER SERVICE MANAGER

Your main responsibilities will include:

- *Working with the factor, AR, sending assignments
 - *Creating Open Order Reports for sales
 - *Receiving Goods into the system
 - * Working directly with sales / buyers on orders placed
 - * Scheduling pickups and getting rate quotes
 - *Data Entry/ Apparel Magic/Tradestone a plus
 - * Managing Shipping, EDI
- Email: careers@dolan-group.com

FULL TIME ASSISTANT ACCOUNTING MANAGER

South Bay Textile Company seeking individual that has extensive experience with factoring & accounts reconciliations. Responsible for promptly addressing all deadlines for financial reporting & year-end audit preparation. B.S. in Accounting. 3-5 years of experience. Bilingual Eng/Chinese a plus. \$60k-\$75k. Email resume hr@twindragonmarketing.com

1ST PATTERNMAKER

PAD Pattern Making System trained. JRS, GIRLS, MISSY fashion tops & t-shirts. Knits, wovens, cotton jersey, novelty knits, etc. Private label & Branded accounts. High-volume. Working knowledge of Illustrator for sketching. Min 4 yrs exp. Email to: trankin@selfesteemclothing.com

SAMPLE MAKER

Seeking a freelance Sample Maker with 5+ years of professional sewing experience. Must be detail oriented and have excellent communication skills. Send resumes with salary requirements to: recruitment@barcouniforms.com.

SALES REP

Sales Rep - US Manufacturer doing production in Mexico is looking for a salesrep for Major Stores in the USA and outside USA. Call 1-213-988-7332 for appt.

Buy, Sell and Trade

•WE BUY ALL FABRICS AND GARMENTS

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

WE BUY ALL FABRICS AND GARMENTS

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

Hyperlink
your ad for
best results

Jobs Available

PRODUCTION CLERK

YS Industries, LLC a sewing manufacturing company in Vernon, CA seeks a Production Clerk with strong Excel skills (an Excel test will be taken) to keep track of various reports. Email resume to: lenab@ysinds.com or contact Laura at 323-282-2097

Business Opportunity



**VELD MERGERS
& ACQUISITIONS**
LOS ANGELES • HONG KONG
SAN DIEGO • SAN FRANCISCO

For Sale / Merger

- Mnf w/Label & Factory \$20 ml / \$3.0 ml
- Mnf w/Attractive Brand \$7.0 ml / \$3.0 ml
- Private Label Mnf \$3.5 ml / \$1.4 ml
- Mnf & Label \$3.5 ml / \$757k
- High Growth Label \$1.8 ml / \$426k
- Hawaii Beach Wear (HI) \$1.0 ml / \$290k
- Baja, MX Screen Print \$500k / \$203k
- Kid's Sewn Gift Product \$295k / TBD
- MX Sew Plant w/Immex \$250k / TBD
- Handbag Label \$99k / \$80k
- Hosiery Brand (NV) \$TBD

Asking / Profit

Request NDA at 310.652.8066
contact@veldma.com

WELL ESTABLISHED SWIMWEAR COMPANY FOR SALE!

Established in Southern California in 1979 and has grown exponentially for the past 4 decades. VERY loyal following, exceptional staff in place, completely turn key business. Over 1 MILLION dollars in inventory, fabric, machinery, trims, padding, fixtures and accessories. Owner is ready to retire and pass on her legacy to someone looking to succeed! contact Janette (909)980-0172

Jobs Available

PRODUCTION PATTERNMAKER - GERBER

- Must have minimum ten years professional production pattern experience
 - Must be a good communicator both verbally and via email
 - Must have exp. working with contemporary knits, structured jackets & woven bottoms
 - Will be responsible to work with the production team on final grade rule & sewing construction/specifications
- fashioncareers33@gmail.com

IMPORT COSTING ASSISTANT

Submission, tracking, status updates on new orders/tech pkgs/cost components for full-pkg development. Must be highly organized, detail-oriented. Possess strong data entry and follow up skills. Prod/Costing exp, helpful. Multilingual Eng/Mandarin/Vietnamese a plus! Great benefits! Send res. to: trankin@selfesteemclothing.com

Real Estate

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

SPACE FOR LEASE

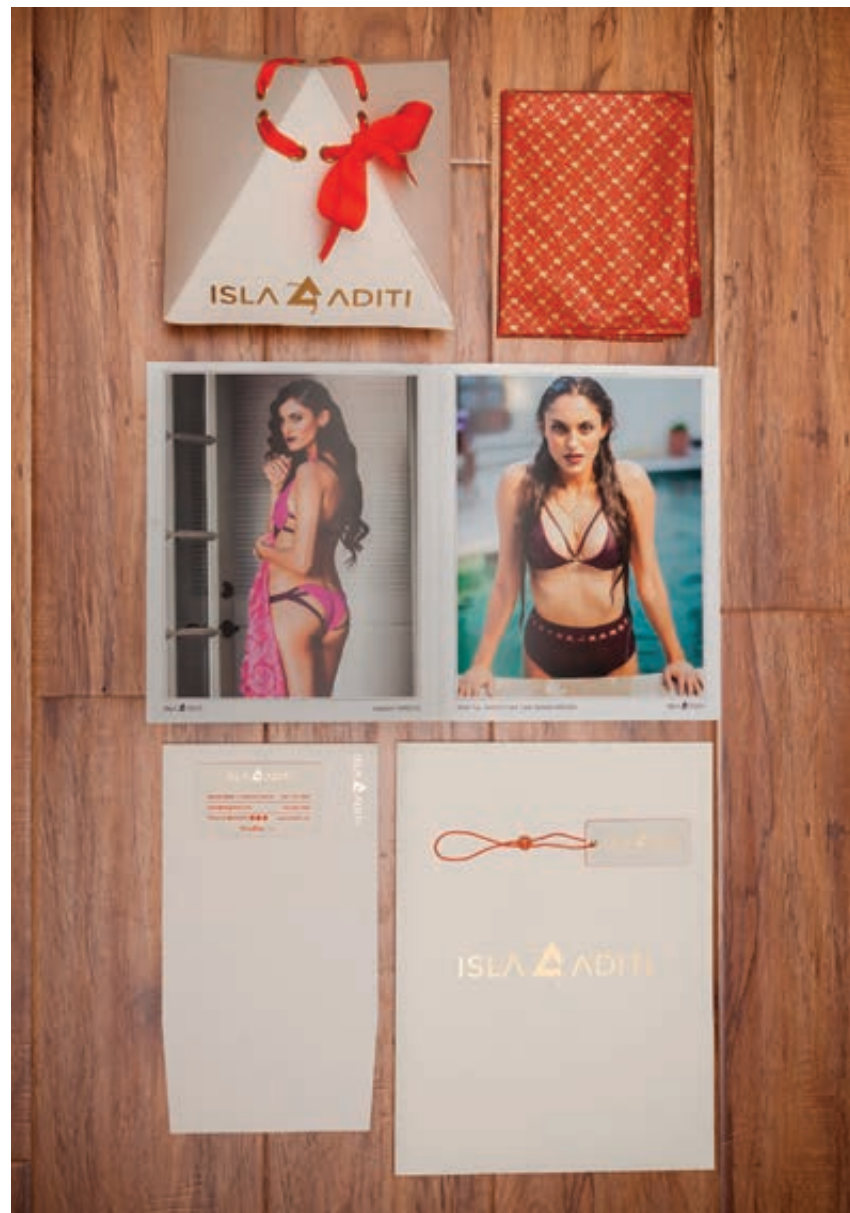
•In newly renovated Anjac Fashion Buildings in the heart of Downtown Fashion District •Industrial, retail and office space also available throughout the San Fernando Valley. Retail and office space also available just south of Downtown. 213-626-5321 or email info@anjac.net

CALIFORNIA
ApparelNews

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

For classified advertising:
email classifieds@apparelnews.net or
visit www.apparelnews.net/classifieds
to place your ad in our self-serve system

AS YOUR BRAND EVOLVES



MAKE YOUR **BRANDING SOLUTIONS**
PROGRESSIVE



WWW.PROGRESSIVELABEL.COM

(323) 415 - 9770

LOS ANGELES • MEXICO • HONG KONG

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