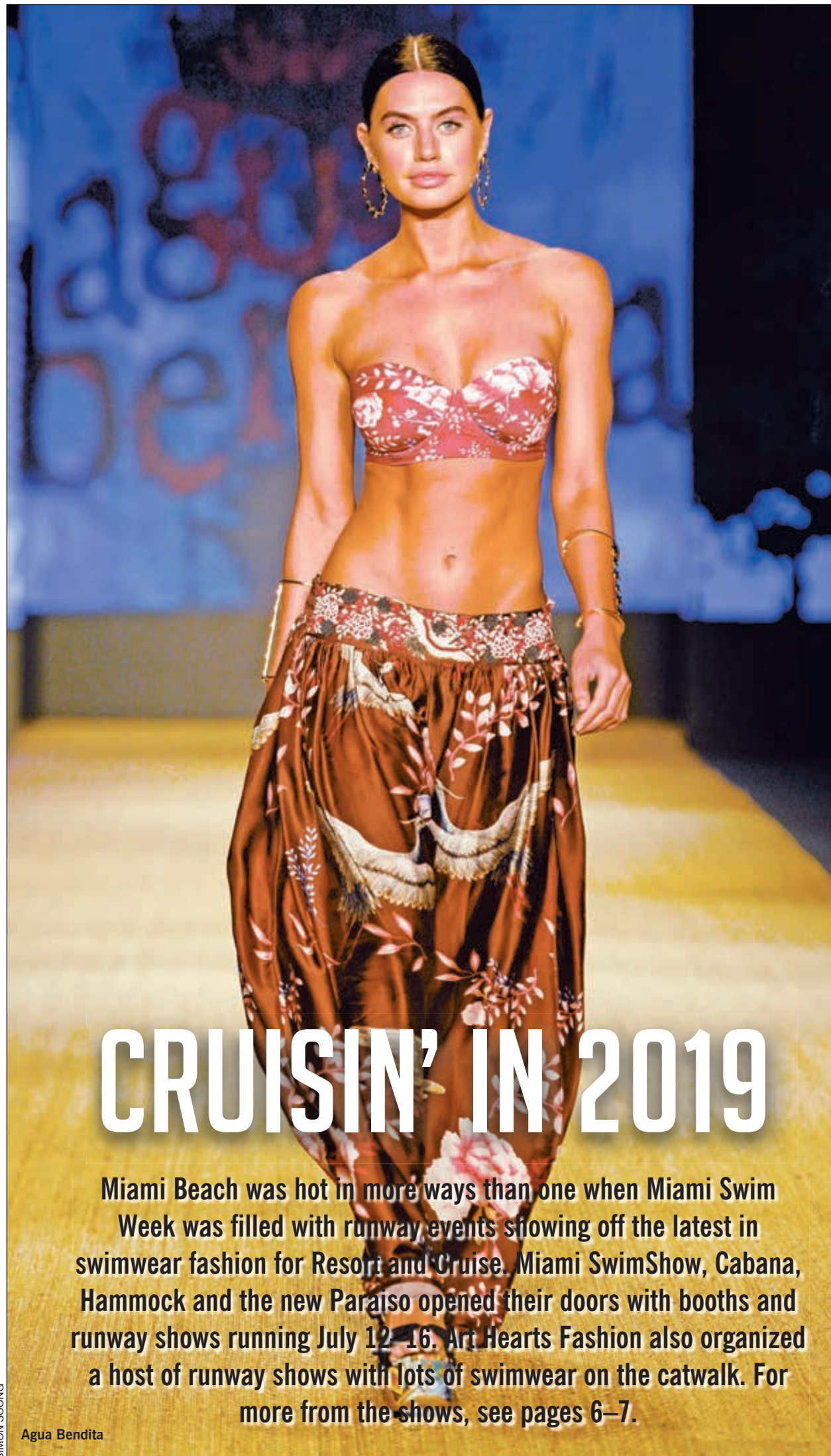


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CRUISIN' IN 2019

Miami Beach was hot in more ways than one when Miami Swim Week was filled with runway events showing off the latest in swimwear fashion for Resort and Cruise. Miami SwimShow, Cabana, Hammock and the new Paraiso opened their doors with booths and runway shows running July 12-16. Art Hearts Fashion also organized a host of runway shows with lots of swimwear on the catwalk. For more from the shows, see pages 6-7.

Agua Bendita

Surfwear Wades Through Questions on Diversity

By Andrew Asch *Retail Editor*

During the past decade, the surfwear business has been soul-searching after some high-profile bankruptcies, new fashion trends and a rapidly changing retail landscape that has challenged the category's prominence.

Some suggest that one solution for the surfwear blues is to expand the tribe beyond the typical customer who has been seen as the stereotypical sun-kissed blond, blue-eyed model or athlete seen wearing the clothing and featured in advertisements and social-media posts.

The solution is to expand marketing and advertising campaigns to include a more diverse customer and hire executives and designers who don't look like the stereotypical surfer.

That message was delivered by Bobby "Hundreds" Kim, the co-founder of Los Angeles streetwear brand **The Hundreds**. In May, Kim made a speech at the annual "Surf Sum-

➔ **Surfwear** page 3

Miami Swim Week Events Draw Buyers and Brands to the Beach

By Dorothy Crouch *Associate Editor*

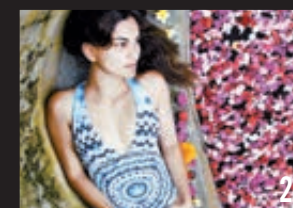
MIAMI BEACH, Fla.—During Miami Swim Week 2018, **SwimShow**, **Cabana** and **Hammock** provided distinctive spaces for buyers who are searching for a creative approach to swimwear and resort pieces. While the shows occurred July 12-16 to offer spaces for brands and buyers to meet, many of the events branched out to provide experiences such as fitness activities, beauty and wellness booths, and social events.

In addition to the traditional trade-show events, fashion-show producer **Art Hearts Fashion** showcased swimwear and resort brands on the runway while presenting artistic works throughout **Faena Forum**.

At Cabana's partner show, **Paraiso**, the inaugural runway event blended celebrity-studded shows with music, art, industry panels and wellness activities in a festival atmosphere in Collins Park.

With three trade shows and runway shows divided between two venues, there was plenty to see and do during Miami Swim Week. Find an inside look covering the trends that buyers want and the ways swimwear brands are meeting these demands on pages 3, 8 and 9.

INSIDE

Where fashion gets down to businessSM

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Gap Inc. Sues Westfield Malls for Overcharges

In the tough retail world where vacancies are mounting and foot traffic is declining, most mall-based retailers are trying to trim costs as much as possible.

So when **Gap Inc.** audited the amount of money it was paying to the **Westfield** malls it occupies, the San Francisco retailer and manufacturer alleged it was being overcharged to the tune of at least \$1.83 million.

In a lawsuit filed May 1 in Los Angeles County Superior Court, Gap Inc. sued **Westfield America Ltd.** for breach of contract, unfair competition as well as other complaints because of alleged incorrectly calculated fees that Gap Inc. felt it shouldn't have paid.

The overcharges were for Gap's stores that operate under the nameplates **Gap**, **Banana Republic**, **Old Navy** and **Athleta**

in more than two dozen Westfield malls. In California, those malls range from the **Westfield Century City** in Los Angeles to **Westfield Horton Plaza** in San Diego, **Westfield Fashion Square** in Sherman Oaks and **Westfield Topanga** in Canoga Park. Several malls outside of California were named in the lawsuit.

In court papers, Gap Inc. said it does periodic audits of its leases to verify the veracity of the fees it is being charged. The San Francisco company said it did an audit for 2007 and 2008, which identified numerous anomalies in the charges that Westfield collected.

"Westfield has systematically overcharged tenants of its centers for a variety of expenses that cannot properly be charged under their leases and has taken secret profits by design-

nating contractors to perform services that are then charged to tenants at supra-competitive prices," Gap Inc. said in its lawsuit.

Traditionally, landlords charge retailers for their share of maintenance and tax fees, calculated by the gross leasable area of a mall. But the lawsuit said the mall owners excluded certain areas of the malls in their calculations, which increased the fees that Gap Inc. had to pay.

Gap Inc. said the mall owners improperly counted vacant department stores as operating, improperly characterized movie theaters as department stores, improperly characterized stores' exterior entrances as their primary entrances, improperly charged unauthorized tax-consulting fees, and overcharged on sanitation and sewer fees.

According to the lawsuit, Westfield acknowledged it owed Gap Inc. \$1.83 million through 2015 but has refused to pay until an agreement to a global resolution of all of the overcharges can be reached.

The mall operator would not comment about the lawsuit, saying through its Los Angeles attorney, Greg Korman, that it doesn't comment on pending litigation.

Emails to Gap's Los Angeles attorney, Michael Geibelson, were not returned by press time.

The lawsuit was filed one month before French commercial real estate company **Unibail-Rodamco** completed its acquisition in early June of Westfield for nearly \$16 billion. The new company is known as **Unibail-Rodamco-Westfield**.—*Deborah Belgium*

ACTIVEWEAR

Wolven Threads: Eastern Art, Sustainable Focus

For Kiran Jade, training as a yoga teacher also served as her market research for a new line.

While learning how to lead yoga classes, she also tested different fabrics to find out which would be the best fit for the activewear brand she hoped to start.

She thought the fabric needed to wick away sweat, have stretch, be sturdy enough to make it through an exercise class and not hurt the environment.

To be more sustainable, she picked RPET fabric, a stretchy fabric produced from recycled plastic bottles. She claims the fabric she chose goes the farthest in sustainability. Oth-

er fabrics use only 50 percent to 79 percent RPET material, she said. About 84 percent of the fabric she uses is made from recycled plastics. It's the foundation of her downtown Los Angeles-headquartered activewear company **Wolven Threads**.

Since then, she and business partner Will Ryan have sought to mix art inspired by South Asian tradition with form-fitting silhouettes.

Jade and Ryan make patterns inspired by mandala symbols and designs used in yoga studios. One popular design is the brand's "Heliocentric" pattern, which features a sun-like object. Other designs feature stars and other geometric patterns.



River Johnson models Wolven Threads.



Kiran Jade

look longer, Jade said.


The label also makes mini-dresses for women as well as tees and jogger pants for men.

Next up for the activewear label is a bigger commitment to swimwear with a bikini line being unveiled this fall.

The brand is sold at e-boutiques, including **Dolls Kill** and **Evolve Fit Wear**; at Wolven Threads' direct-to-consumer channel; and at

pop-up shops set up at music and yoga festivals.

Retail price points range from \$84 for leggings to \$129 to \$154 for one-piece swimsuits.—*Andrew Asch*



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RETAIL

Influential LA Boutique Unveils Remodel

Los Angeles fashion retailer **Traffic** unveiled an extensive remodel of its men's and women's boutique at the **Beverly Center** mall near West Hollywood, Calif.

The remodel of the 34-year-old Beverly Center store was directed by London-headquartered **Design Research Studio**, helmed by star interior designer Tom Dixon, said Traffic co-founder/co-owner Michael Moldovan. The revamp is in addition to a \$500 million remodel of the Beverly Center scheduled to wrap up later this year.

The retail center's designers wanted to take the former space of Traffic's men's store and use it for a common area with massive windows to provide shoppers with a commanding view of Los Angeles. In exchange, Moldovan secured the space of Traffic's women's store and grouped it with two adjacent boutique spaces for a new store.

The new space will feature about 3,500 square feet for the men's space, and the rest is devoted to women's styles. It will be divided by a stainless-steel "spine" or barrier, designed to give exclusivity and privacy to shoppers, Moldovan said. "It will bring more people in," Moldovan said of the spine. "If a man wants to shop with his wife, he can shop next door."

If people want to go to the other side of the store, they can walk past the spine at the front of the store.

The design was inspired by Traffic's past, present and future. The remodel features wood floors and concrete walls featured in the origi-

nal Traffic. With an eye to the future, it also has suede curtains, a stainless-steel ceiling and Tom Dixon light fixtures.

Traffic is one of a handful of trend-setting, independent boutiques that started business in Los Angeles during the late 1970s and early 1980s. It continues to thrive in an era when physical retail is challenged by e-commerce. Traffic currently focuses on designer brands and high-end streetwear.

Moldovan said his shop survived for decades because he lives and breathes fashion. Alfredo Izaguirre, general manager/buyer for **LASC**, another long-lasting LA-area boutique, said that Traffic survived because it cultivated wealthy customers, often involved in media and entertainment. "It's always about, 'You're looking at something you will not see anywhere else,'" Izaguirre said.—*A.A.*



Surfwear *Continued from page 1*

mit” industry retreat in Cabo San Lucas, Mexico. The event, produced by the **Surf Industry Manufacturers Association**, was attended by about 100 people with some of the industry’s top executives in the audience. It was the first time in two decades that diversity was officially discussed at the industry retreat, said Sean Smith, SIMA’s executive director.

America’s population will increasingly come from minority backgrounds, Kim pointed out, and consumers want to see people who look like them in ads. Action-sports consumers, a primary market for surfwear, are increasingly inspired by artists, athletes and designers who come from diverse backgrounds.

Kim said his streetwear brand has thrived because of a diverse consumer base and a diverse group of designers and executives. But he said that in private conversations, surf executives said they were compelled to sell to the people who currently surf and live the lifestyle, which is not as diverse as the streetwear crowd.

“I know, for many of you, hiring from outside your community, featuring people of color and contributing to other cultures may feel inauthentic,” Kim said. “But for young people today, nothing feels faker and more off-key than perpetuating a monochromatic world that doesn’t sync up to the beautifully colorful nation they live in.

“For any brand today, surfing or not, inclusion and diversity must be a conscious, proactive—and, yes, maybe even forced—decision. Not just because it’s the human thing to do, the moral thing and the American thing. And not just because you can’t plead ignorance when your lack of diversity gets you into hot water. ... But because that’s what the consumer wants. That’s where our future leads.”

Fernando Aguerre, an Argentine immigrant and founder of the **Reef** brand, said that Kim’s remarks rang true. “As the only non-Anglo owners of a leading surf brand for 20 years, my brother and I lived a very special moment when the surfing industry was totally

white and male, and we were totally unique—Latinos with a strong accent and, for sure, a diverse way of being surfers,” he wrote in an email.

Aguerre retired from Reef in 2005 but has remained active in SIMA. He is the president of the **International Surfing Association** in San Diego.

Also in the audience was Greg Weisman, an attorney with several action-sports clients. He noted there was resistance to change among the group.

“[Kim] was illustrating to them a huge blind spot in their thinking and what they had gotten wrong historically. While nearly every brand agreed he was right, most of the brands responded by saying, ‘Yes, we get it. But our work force, core brand image and consumer are all people who actually ride surfboards.’ Unfortunately, that was more a defensive spin to the reality of a shrinking consumer base

rather than a real business play,” he said.

Surf is not unique when it comes to diversity issues. In the past few years, an increasing number of prominent businesses and industries have been criticized for a lack of diverse leadership and work force.

Still, some surf brands have been working to diversify their marketing campaigns. Reef, formerly helmed by Aguerre, recently unveiled its “Beach Freely” campaign, which features people from a number of ethnic backgrounds enjoying beaches in South Florida while wearing Reef footwear and other products.

Volcom, in Costa Mesa, Calif., has



Rapper Fat Tony and Jeremy Hsu in Volcom’s men’s Spring ‘19 campaign

embraced diversity, said Ryan Immeget, Volcom’s chief marketing officer. On July 17, it released **Volcom for Everybody**, a line of plus-size denim pants. The company’s Spring ‘19 marketing campaign for its men’s lines features African-American rapper Anthony Lawson Obi, who performs under the name of Fat Tony, and Asian-American visual artist Jeremy Hsu.

Overall, surfwear remains a strong business. In 2015, the U.S. surfwear market was a \$26.5 billion business, according to the latest “Consumer Insights Study,” conducted by SIMA.

But the business is looking for ways to find new customers, said SIMA’s Smith. He believes it won’t happen with a formal program.

“The move for diversity will be genuine. It will happen naturally. It will happen quicker through brands showing diversity campaigns and Bobby calling people out, and the industry saying, ‘You are right,’” Smith said.

One way to diversify the industry might be helped by the 2020 Tokyo

Olympics, where surfing will debut as a sport where athletes compete for medals. “At the Olympics, many nations will send people to compete. It won’t just be the U.S., France and Brazil. We will see an exciting diversity of athletes,” Smith said.

Wave parks also are anticipated to take surfing to areas with a diverse population that doesn’t have a beach. People will be able to surf wave pools that re-create ocean waves. Surf star Kelly Slater recently took part in a demonstration at a wave pool at **Kelly Slater Surf Ranch** in Lemoore, Calif., located about 100 miles from the Pacific Ocean.

The popularity of the sport continues to grow through people going to the beach, Smith said. “There are more people out in the water than ever before,” he said. “We’re finding ways to better reach and sell to them.” ●



Image from Reef’s Beach Freely campaign

TRADE SHOW REPORT

SwimShow Generates Traffic for Big Brands

By Dorothy Crouch Associate Editor

At the 36th annual **SwimShow**, the **Swimwear Association of Florida** hosted established swim brands, many of whom have a long history of exhibiting at the event, held at the **Miami Beach Convention Center**.

After traveling from Montego Bay, Jamaica, Alecia Newsome was positive about this year’s event. The group operations manager for retail at **Island Routes**, a subsidiary of **Sandals Resorts International**, felt the offerings at the show were much improved from last year. “The show is very good this year. Everything seems on point in terms of what’s trending,” she said.

As a buyer for a retailer that sells to every type of customer—across categories from childrenswear to men and women—Newsome was searching for resort and swimwear for the entire family. To meet the demand of clients visiting the Caribbean, she was happy to see a lot of blues, including turquoise, and prints that reflect her region.

“Last year, some places went so fashion forward that it was not wearable. This year, I realized that they mixed a lot of the classics with traditional styles, and you can see styles that are indicative of the Caribbean now,” she said. “It’s subtle. It’s tropical. It’s wearable.”

Sally Clarke, another buyer from Caribbean-based **Eutopia**, was a bit disappointed that there seemed to be fewer vendors than last year, but she was looking forward to working with two new resources.

“I come back every year,” she said. “One of my favorite suppliers comes here and I get to meet her face-to-face every year.”

At the booth for **Manhattan Beach Inc.**, headquartered in Cypress, Calif., Howie Greller, vice president of design and merchandising, felt optimistic about buyer traffic. With 16 swimwear and resort brands—including the recently introduced **BCBGMaxAzria** and **BCBGeneration**—he understood how buyers could need additional time to consider their purchasing options.

“People are here taking notes. Sometimes they’ll take their

To expand the brands’ offerings this year, the company has larger sizes in swim tops to help women who have struggled with finding swimwear to accommodate a larger bust.

“Finding the extended sizes, which are a D bra, is now becoming a staple throughout all of our booths,” she explained. “Trying to add that fashion into all of our styling gives this gal who has always struggled to find a bra an opportunity to have some flavor.”

As someone who has exhibited at the show for 19 years, Noah Gellis, vice president of sales and marketing for **SGS Sports**, saw an increase in appointments each day at his booth, which represented **Body Glove**. He mentioned the show was busy, and there were many meetings scheduled for the show’s final day, which is usually quiet.

“From all the numbers, traffic is up,” he said. “I

think [buyers] aren’t here all the time. They are at other shows and then come here.”

Buyers were interested in the storytelling behind the colorful booth at **Agua Bendita**, where co-founder Catalina Alvarez said stores were placing orders. “Every year is better than the last,” she said.

The Colombian brand is not only run by and targets independent women but also helps to empower them through an initiative named **AB Hearts**, which employs local female artisans to create the hand beading on the company’s swimwear—a unique touch that speaks to buyers.

“They [stores] want special pieces. Their customers want to have special things. Our special thing in each one of our pieces is the prints, and they are all handmade,” she said. ●



Entrance to the Agua Bendita booth



Inside the Becca by Rebecca Virtue booth



Models walk the Body Glove runway.

notes, go to the hotel room and come back,” he said. “Some will write at the table, but it’s harder for them because they have to absorb so much so quickly.”

Rebecca Virtue, who is the chief design officer for **Lunada Bay** in Anaheim, Calif., has been exhibiting at the show for 33 years. She was showing the brands **Becca by Rebecca Virtue**, **Becca Etc by Rebecca Virtue**, **Isabella Rose** and **Soluna**. In addition to her scheduled appointments, Virtue was pleased to say that buyers were hearing about her line from other attendees and decided to visit her booths.

“It’s been great for us. We had a lot of fill-ins—people just stopping by,” she said. “We have appointments scheduled weeks in advance, but there have been a lot of people showing up from word of mouth.”

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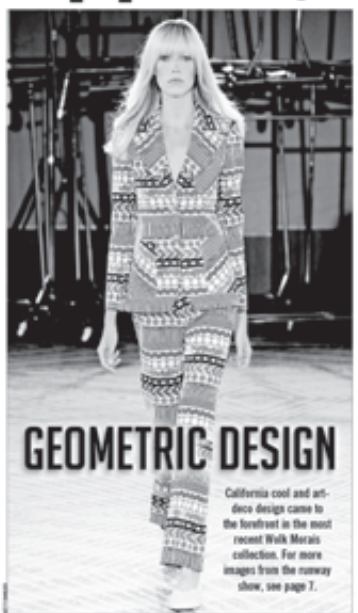
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BioCollection Breaks Down Sustainable Manufacturing
By Emily Heston August 2018

An apparel from apparel production continues to bring greater attention to clothing manufacturing, many companies are seeking more sustainable materials to produce their apparel.
Others such as The North Face's BioWool line will be featured up to a point over to consumers. Los Angeles-based Spanish apparel company produced from recycled down, water bottles and more that would otherwise go into landfills after production.
These companies have shifted toward a manufacturing for one toward a more sustainable direction. According to Ellen in Park, Calif., based technology company that develops only a portion of the world's apparel packaging is involved. The idea of a person in a non-competitive or difficult to reach business such as plastic wrap from a recycling plant is not all that new.

Circular Systems Hits Boot Camps to Learn Sustainability
By Anne Bell August 2018

Since 1960s in a sense, the name is really the fact that clothing was made and then sold to a certain degree in the supply of natural fiber. However, in 2017, it's been a long time since the supply of natural fiber was the only source of clothing. Now, with the rise of synthetic materials, the supply of natural fiber is no longer the only source of clothing. The rise of synthetic materials is a double-edged sword. On the one hand, it's a source of clothing that is not dependent on the supply of natural fiber. On the other hand, it's a source of clothing that is not dependent on the supply of natural fiber.

INSIDE
When Apparel goes digital? (page 10)
California cool and art-deco designs come to the forefront in the most recent Walk Marais collection. For more images from the runway show, see page 7.
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NEWS

Report Finds Online Apparel Sales Growing

Market researcher **The NPD Group** forecast that e-commerce will continue to make gains in the apparel market.

In its recently released “The Future of Apparel” report, the company in Port Washington, N.Y., found that the average Internet customer is spending more online.

The average annual apparel online spend per buyer in 2017 increased 11 percent compared to 2016, the report said. Gains also were made in purchases in categories such as tailored clothing, sleepwear and outerwear.

However, e-commerce gains did not spell the demise of bricks-and-mortar retail, said Marshal Cohen, NPD’s chief industry adviser. “Retail is not dead, it is just spread. The apparel industry is spread across a wider range of options than ever before, be it in-store, online, buy, rent, or resell. ... Online has opened the doors to more ways to en-

gage consumers.”

The report found that in 2017, 76 percent of apparel sales came from in-store purchases while 21 percent came from online purchases. The report also found that in 2017, in-store purchases declined 3 percent from the previous year. In 2017, online apparel sales jumped 7 percent to \$46 million. Physical retail recently experienced a boost, according to another NPD report. It found that spending at general merchandise stores, such as home improvement and grocery stores, grew 8 percent in the first quarter of 2018. Cohen said the upswing was fueled by the Hispanic dollar.

Overall spending by U.S. Latinos has been rising. “Unlike last year, Hispanics are spending, which leads to a very different story for this important market and U.S. retail in general,” he said.—*Andrew Asch*

Finance Veteran to Join Revolve Board

Retail finance veteran Marc Stolzman was appointed to the board of directors of **Revolve**, immediately joining the board of the Los Angeles-area e-commerce emporium.

Currently, Stolzman is the chief finance officer for satellite-antenna makers **Kymeta Corp.** When he worked as CFO for e-commerce retailer **Zulily Inc.**, it went through an initial public offering. When he worked as a CFO for **Zumiez Inc.**, the mall-based action-sports chain acquired European retailer **Blue Tomato**, according to Stolzman’s **LinkedIn** profile.

Revolve was started in 2003 by Michael Mente and Mike Karanikolas. The founders, known as The Two Mikes, generally have kept a low profile while selling online high-

end fashion items such as designer and premium-denim. The site offers more than 500 brands and powers the luxury e-commerce site **Forward by Elyse Walker**, Karanikolas said.

“We will benefit from Marc’s extensive financial, international and strategic experience, and we look forward to working with Marc as we build and position Revolve for our next phase of growth,” Karanikolas said.

Stolzman said he was looking forward to providing his insight. “I’m excited to collaborate with the company’s impressive leadership team and think my experience growing companies domestically and internationally will help add to their already successful track record.”—A.A.

Calendar

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

July 30
Los Angeles Fashion Market
California Market Center
The New Mart
Cooper Design Space
Gerry Building
Lady Liberty Building
Academy Awards Building
Primrose Design Building
824 Building
Los Angeles
Through Aug. 1

Brand Assembly
Cooper Design Space
Los Angeles
Through Aug. 1

LA Kids' Market
California Market Center
Los Angeles
Through Aug. 1

Aug. 1
Swim Collective
Beach at Swim Collective
Anaheim Convention Center
Anaheim, Calif.
Through Aug. 2

Aug. 5
Coast
The Moore Building
Miami
Through Aug. 6
Children's Club
Javits Center
New York
Through Aug. 7

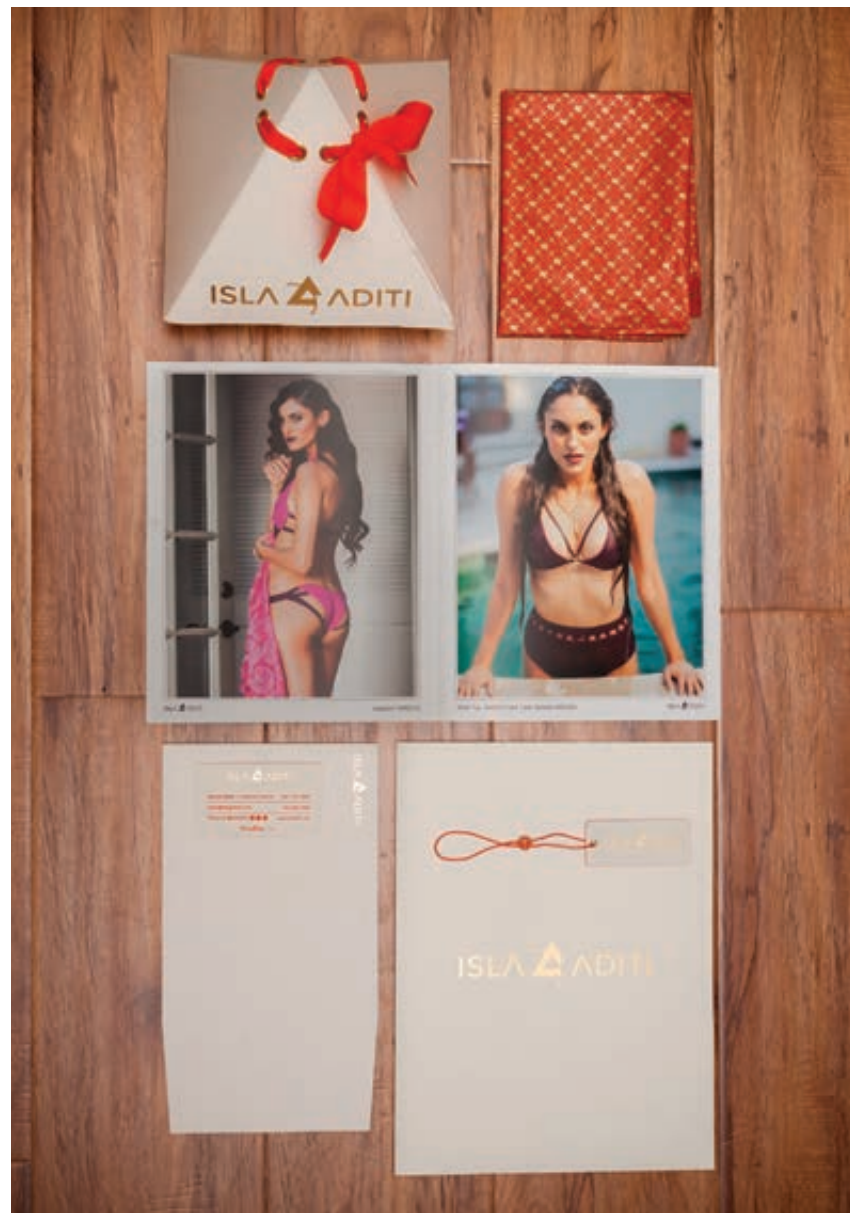
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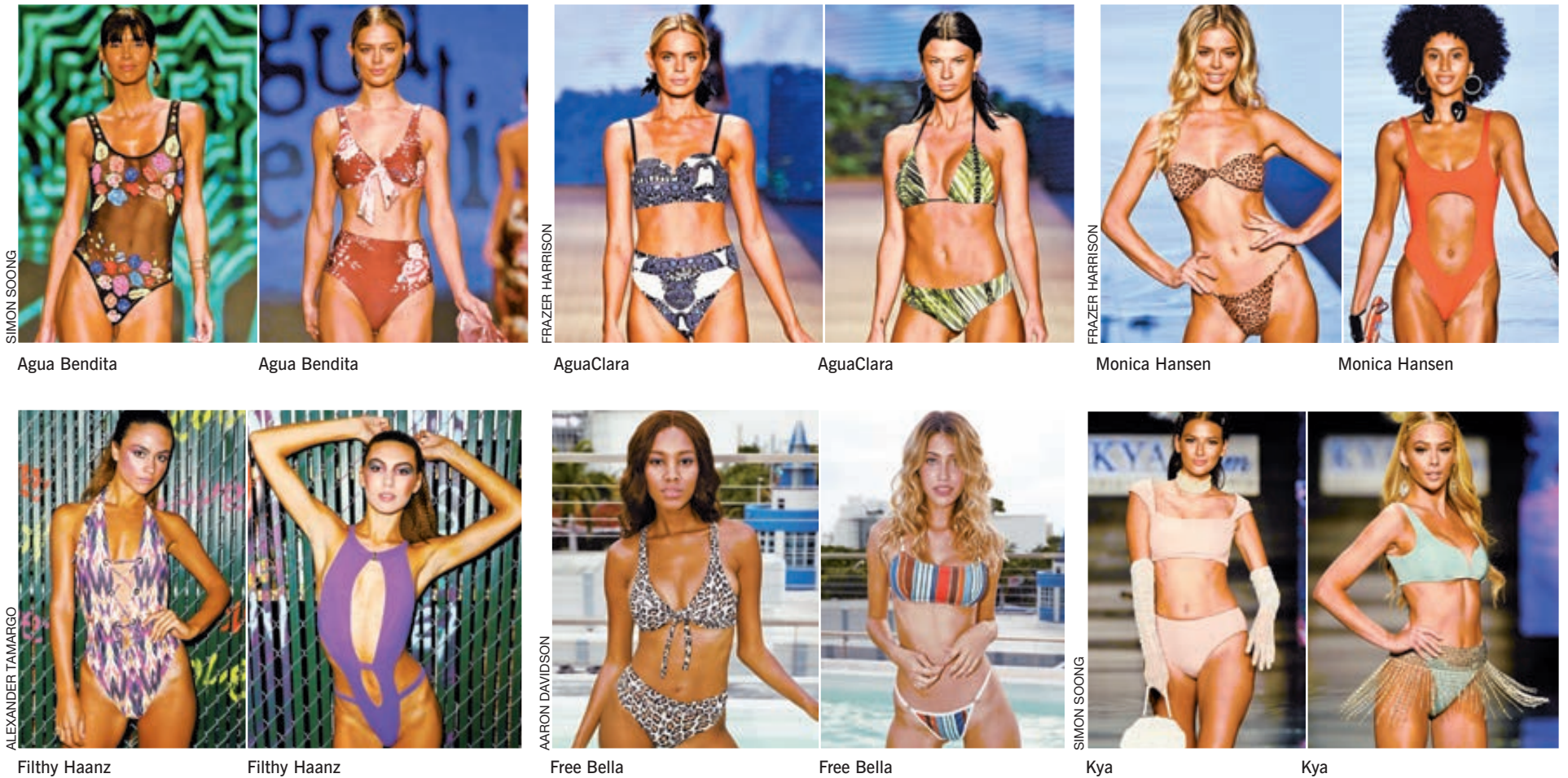
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Colorful Lineup of Swimwear at the Paraiso Runway Shows

Paraiso was a newcomer to the various events that occur during an action-packed **Miami Swim Week** in Miami Beach, Fla. The new festival debuted in Collins Park alongside its sister event, the **Cabana** trade show. The fair is the brainchild of Sam Ben-Avraham, a co-founder of the Cabana trade show, and Aleksandar Salé-Stojanovic, the founder of **Funk-**

shion, which previously produced runway shows at Miami Swim Weeks. Paraiso, held July 12–16, had musical performances, brand exhibitions and a full schedule of runway shows held in a tent as well as at hotels. Here are some looks from the Paraiso shows held in the event's tent.—*Deborah Belgum*



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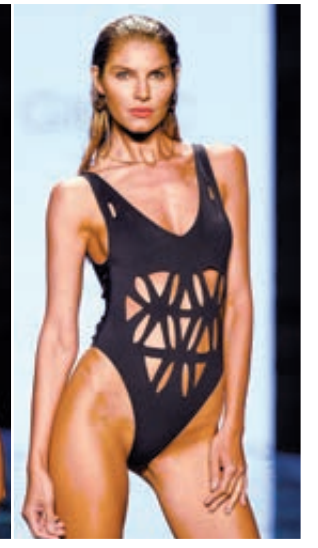
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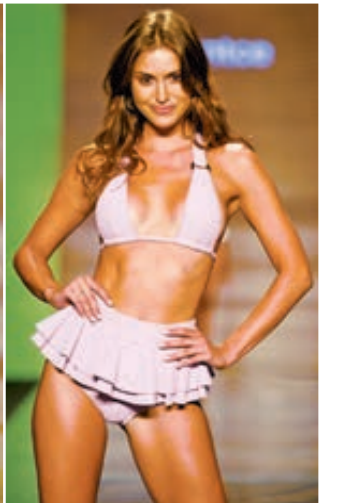
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TRADE SHOW REPORT

Cabana Promotes a Contemporary Resort Lifestyle on Miami Beach

By Dorothy Crouch Associate Editor

MIAMI BEACH, Fla.—Organizers of the **Cabana** swimwear show created a lifestyle experience for the event's sixth consecutive year.

Held during **Miami Swim Week**, Cabana hosted swimwear and resort brands for the July 14–16 event and welcomed buyers to explore new trends in three tents set up in Collins Park and in suites on the third floor of the nearby **W Hotel**.

One of the exhibitors at the show was Francesca Aiello, owner of **Frankie's Bikinis**, based in Los Angeles, where in June she hosted a runway show to present her new Resort 2019 designs. Then, during Miami Swim Week, she hosted a brunch for buyers and media, which included the video footage of the Los Angeles fashion show that complemented her booth, where she presented pieces wholesaling for \$32 to \$81.

"It was nice for our team to be able to focus on selling the collection," Aiello explained. "Years before, you might have the trade show during the day and fashion show at night. It was so nice and less stressful because we showed in Los Angeles."

Choosing Cabana for her Miami Swim Week showcase was a decision that Aiello thought would best represent her brand. "I felt like everytime I went to the booth for a meeting, it was super busy and there were really great stores that we were meeting," she said.

Owners of another Los Angeles-based swim and resort brand, **Cali Dreaming**, felt that exhibiting at Cabana gave access to buyers representing a variety of quality global retailers from Australia to Toronto. "This is our big show," said co-founder Carrie Jardine.

Through using only Los Angeles-based manufacturing, Jardine and her business partner, Lisa Priolo, create hardware-free silhouettes that wholesale at \$45 to \$110. For their line showcased at Cabana, they included elements such as reversible pieces, cut-out shapes, perforations and geometric necklines. The women also found a collaborative atmosphere among their fellow exhibitors.

"In general, Cabana creates an environment that effortlessly blends the resort lifestyle together in a competitive-free environment. There are millions of swimwear brands, but there is not a lot of ego," explained co-founder Priolo.

For buyers Adriana Fronte and Raul Galvao, who recently launched their Toronto-based online store **Vienna Rose Beachwear**, the show offered an opportunity to explore options for every type of product they want to sell in their store.

"It's been really incredible. It's a great learning experience. We just launched recently, so it's great to see different brands and learn about what other people are doing," Fronte said.

The co-owners felt trends were moving toward transitional pieces that can be worn in either beach or social settings. Their inventory has been made up of many solid



An aisle at Cabana



Cali Dreaming founders Lisa Priolo (left) and Carrie Jardine

earth tones, but they were excited to see a return to patterns. While they currently sell women's pieces, they hope to eventually expand as they transition their business into a space that attracts a customer who is searching for luxurious pieces.

"We're selecting brands, getting some contacts and setting up a luxury swimwear center where people can shop," Galvao said.

Local buyers from some of Miami's most exclusive retail properties were also searching for swimwear resources.

"My boss asked me to come and take a look at some lines," said Harold Martinez, a buyer's assistant from the **Delano South Beach** hotel.

Martinez was impressed with men's swim lines **Fedeli Swim & Wear**, **Retromarine New York** and **Parioca**, but he was happy to see a lot of variety in the women's category. Noting women's brands such as **Melissa Odabash**, **Tori Prayer**, **Agua de Cocoa Por Liana Thomaz** and **Vita-**

min A, he sought brands that could accommodate different consumers, particularly his Miami clientele, whose swimwear preferences are often misunderstood.

"I've seen more variety and more lines that are here this year that weren't here last year," he said. "In years before, everything was for younger crowds, but this year it's more balanced. Miami can be deceptive because you think everyone wants it all out, but they want modern cuts that don't expose."

Outside Cabana's Tent Three, on a grassy lawn space, Ollie Edwards arranged an outdoor lounge area using upscale beach chairs, beach tents and large outdoor umbrellas from his Venice Beach, Calif.-based company **Business & Pleasure Co.**, which counts **Soho House** and **Serena & Lily** among its clientele. The reception to his presentation expanded beyond buyers, as swimwear lines such as California's **Beach Riot** conducted impromptu photo shoots using his products.

"It was really good, positive for the brand," said Edwards. "Maybe 20 or 30 different brands did photo shoots in front of the umbrellas." ●



Business & Pleasure Co.

An Intimate Setting Brings Buyers to Hammock Show

By Dorothy Crouch Associate Editor

Now in its eighth year, the **Hammock** swimwear and resort apparel show attracted buyers to Miami's **One Hotel South Beach** during **Miami Swim Week**. Working within an intimate setting in the hotel's second-floor ballroom space or choosing a private suite, exhibitors were able to provide specialized attention to buyers who were at the show, held July 14-16.

In an ocean-view suite, **Ikaria** founder and Chief Executive Officer Lisa Storie presented her luxurious line of resort-wear manufactured in Los Angeles, using 100 percent silk and **Swarovski** crystals. The private suite allowed Storie to maintain the luxurious identity of her brand.

"When you're trying to create something that is very high-end luxury, it's a difficult market, but it's very unique. Nobody is doing it," she said.

Showing at Hammock for the first time since 2014, Jaclyn Schroeder, who is the women's sales director for **RVCA**—whose pieces wholesale for \$40 to \$50—was happy with her company's return to the show.

"We've been loving Hammock," she said. "It's been an extremely successful show for us. We've been showing accounts from our current account base, but we also have had a decent amount of prospects walk in."

When asked about trends, Schroeder mentioned that one-piece styles were still a popular style for her Costa Mesa, Calif.-based brand, but buyers were being discerning regarding designs, as French-cut designs, textured pieces and triangle, or tie tops, were on her radar. Emphasizing the popular exhibitor sentiment that buyers want fresh, new styles, Schroeder noted that "new" doesn't always require intricate designs with a lot of embellishments.

"People are loving newness, but some of that new-

ness is a simplification of swimwear," she said. "It seems like people's eyes are kind of adjusting to being a little bit more simplified than we've been in the past. There was so much going on with high necks and strapping details. Now it's about cleaning up."

At the Los Angeles-manufactured brand **Kay & Elle**, founders Kady Decker and Lindsay Lancaster thought the show was an excellent opportunity for buyers to become familiar with their brand.

"Some people come by and they just want to see your collection, and some

people want to write and that is awesome," Decker said.

Showing at the event for their third year, Decker and Lancaster felt that Hammock's organizers offered personalized attention and carefully planned the placement of each vendor.

"For us, they do a really good job of trying to let different kinds of brands in, so it doesn't feel so much like you're competing," Decker said.

"We love Hammock," added Lancaster. "It's more quaint than hectic."

Echoing the sentiment of being attracted to a more intimate—yet glamorous—space, Dana Miller was attending the show for the first time. As an assistant buyer for **Etc Boutique** in Gainesville, Fla., Miller was looking for brands to recommend to her supervisors and appreciated the ease afforded at Hammock.

"This is more comfortable, easy and accessible. It's buyer friendly," she explained. "These brands are able to represent themselves more."

Also shopping to report back to his colleagues was Murat Sofraci, who is a partner at **Swimwear World**. He was extremely satisfied with his first visit to Hammock.

"I had a couple of meetings. It's going really well. [The] show is very well organized. I am quite satisfied, actually," he said.

For his Montreal-based company, Sofraci was interested in the textures found in ribbed styles and embroidered accents at a show that offered a more independent atmosphere that was organized without a structured, corporate feeling.

"There are good brands here," he said. "It's not so commercial and has a good atmosphere. It's very well organized." ●



An aisle at Hammock



A model wears a design by Ikaria.



RVCA booth



Hammock entrance

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