

CALIFORNIA ApparelNews

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RUNWAY AND ROADWAY

LA Fashion Week and the Petersen Automotive Museum joined forces to organize a fashion show of Escada gowns along with Porsche Design menswear to coordinate with a Porsche exhibit at the Los Angeles museum. For more looks from the fashion show, see page 16.

Fashion Week Organizers Keep Los Angeles on the Fashion Map

By Deborah Belgum and Dorothy Crouch

Fashion Week is always a hectic time in Los Angeles, especially with all of the different forces around town organizing runway shows in disparate locations.

The fashion week scene has evolved over the years. Fourteen years ago, **IMG** and **Smashbox Studios** joined forces to organize a tight and cohesive formula for shows that ran day and night in a commercial photography studio in Culver City, Calif.

After five years, that joint venture dissolved in 2008, but several new organizations stepped in to fill the void.

Twice a year, **LA Fashion Week**, **Style Fashion Week** and **Art Hearts Fashion** enlist scores of designers from Los Angeles and around the world for informative runway shows that migrate to venues around the city.

For an inside look into the organizers behind the shows, turn to pages 24-26 for profiles of the shows' founders.

Ron Herman's Next Step Is More Japan

By Andrew Asch *Retail Editor*

Ron Herman has spent his career introducing some of the world's most famous denim brands from his self-named **Ron Herman** store, which for decades has been a pioneer in the Los Angeles boutique business.

For his next step, he wants to introduce to Los Angeles a slate of house brands selling at his Ron Herman chain of stores in Japan.

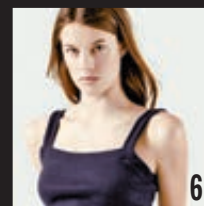
He is shooting for 2019 to bring those lines stateside while at the same time adding new collaboration lines with various designers and brands. He forecast that the upcoming slate of Ron Herman products will be sold at only a few select doors outside of Japan.

Not only will he bring the Japanese-only brands, including **RH Vintage** and **Ron Herman California**, to Los Angeles.

➔ Ron Herman page 14

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Where fashion gets down to businessSM



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Parent Company of Fallas Paredes and Factory 2-U Files for Bankruptcy Protection

Bargain-basement prices have been the driving force behind the decades-old **Fallas Paredes** stores, which mostly cater to a Latino market, and its younger **Factory 2-U** stores.

But bargain-basement prices couldn't help **National Stores Inc.**, owned primarily

nameplate of **Fallas**, Fallas Paredes, **Fallas Discount Stores**, Factory 2-U, **Anna's Linens by Fallas** and **Falas** in Puerto Rico.

Store-closing sales will begin Aug. 9.

In a press release, the company said it had ample liquidity to fund operations and has received a commitment for up to approxi-

by Ilanit Fallas.

The company said its bottom line has suffered setbacks from some underperforming stores, which were exacerbated by severe weather in various regions, including in Puerto Rico, which was badly hit by and is still recuperating from last year's Hurricane Maria.

The company also suffered financial losses from its acquisition of 44 **Conway Stores** in 2014 for an undisclosed price.

Last year, the computers at the various stores in the National Stores chain were subjected to a malware attack that lasted from July 10 to Dec. 11, 2017.

The affected payment-card information may have included names, payment-card numbers, expiration dates and security codes. Because of the attack, the company said its access to its operating funds dimin-

ished.

"National Stores has been a fixture of the retail community for over 56 years, and through this process we intend to secure our future for our valued employees, customers and suppliers," the chief executive said in a statement.

In court documents, the company said it has between 200 and 999 creditors. Some of its major creditors, all located in New York, include **Armouth International**, owed \$15.6 million; **One Step Up**, owed \$10.3 million; **Louise Paris**, owed nearly \$4 million; and **Seven Apparel**, owed \$3.9 million.

National Stores was started in 1962 by Michael Fallas's father, Joseph, with a single downtown Los Angeles store. It is known for its value-priced clothing, which often sells below \$10 to \$20.—*Deborah Belgum*



A Fallas Paredes store in downtown Los Angeles

by Michael Fallas, from filing for Chapter 11 bankruptcy protection on Aug. 6 in U.S. Bankruptcy Court in Delaware.

The bankruptcy filing will help the company, based in Gardena, Calif., reorganize by closing 74 of its 344 stores in its diversified outposts, which include stores under the

mately \$108 million in debtor-in-possession financing from its existing lenders.

"National Stores, historically a profitable company, is committed to improving its financial health and returning to profitability," said Michael Fallas, who owns 98 percent of the company. The other 2 percent is owned

Macerich Partnering With Co-Work Offices for Its Malls

Co-working office spaces are familiar sights in the downtown areas of almost any big city. Soon these shared office spaces will be at **Macerich**-owned malls.

The Southern California shopping-mall company announced it will be working with New York-based **Industrious** to roll out co-working office spaces at select Macerich properties. The first Industrious location will open at **Scottsdale Fashion Square** in Scottsdale, Ariz., in January 2019.

At this time, it was not announced what other Macerich properties will be getting Industrious co-working spaces.

Macerich Chief Executive Officer Art Coppola said that the deal would drive traffic to malls. "Macerich is on the cutting edge

when it comes to adding exciting, traffic-driving new uses to our market-dominant retail properties across the country," he said. "With time-limited marquee attractions like **Candytopia**, luxury fitness/wellness concepts, destination restaurants and appealing first-to-market digitally native brands, our well-situated centers are high-street, town-square locations where shoppers, retailers and brands absolutely want to be. Our settings deliver top-tier, built-in amenities for today's professionals, which is why a partnership with experience-focused Industrious makes so much sense."

Macerich owns California retail centers including **Santa Monica Place**, **Los Cerritos Center** and the **Westside Pavilion**.

—*Andrew Asch*

RETAIL SALES

July Retail Sales Up Significantly

The back-to-school season started on a robust note in July and beat analysts' forecasts, according to market research company **Retail Metrics**.

Ken Perkins, president of Retail Metrics, had predicted that same-store sales for U.S. retailers would increase 6.8 percent. Instead, July comps rose 7.5 percent. Perkins gave credit to a good economy for thriving business in July.

"Macro conditions remain very favorable for consumers," he wrote in an Aug. 9 note. More people were working in July. An already low May U.S. unemployment rate of 4.0 percent dipped to 3.9 percent in July, according to the U.S. Bureau of Labor Statistics.

Action-sports mall retailer **Zumiez Inc.** reported one of its month's best performances. The Seattle-area company came in with net sales of \$83 million and a 9.1 increase in same-store sales in July. The retailer raised its forecast for its 2018 second quarter to be \$0.13 or \$0.14 per share compared with a previous guidance of between \$0.04 and \$0.09.

Denim-focused mall retailer **The Buckle Inc.** rallied from a 1.2 percent decline in same-store sales in June to report a 2.3 percent increase in comps for July. Value retailer **The Cato Corp.** reported an uptick of 1 percent in same-store sales for July.

L Brands Inc., the parent company of **Victoria's Secret**, reported net sales of \$849.7 million in July; however, its same-store sales were flat compared to the same period the previous year.

Boot Barn Inc., an Irvine, Calif.-headquartered retailer of Westernwear, also reported brisk business for its first quarter of fiscal 2019. For the quarter ending June 30, same-store sales jumped 11.6 percent. The retailer's net sales increased 16.2 percent to \$162 mil-

July Retail Sales

	\$Sales (in millions)	% Change from yr. ago	Same-store sales % change
The Buckle	\$68.0	+12.3%	+2.3%
L Brands Inc.	\$849.7	+10.0%	0.0%
Zumiez Inc.	\$83.0	+23.0%	+9.1%
Cato Corp.	\$56.7	+1.0%	+2.0%

Information from company reports

lion. Jim Conroy, Boot Barn's chief executive officer, said the retailer beat its forecasts.

"We are encouraged by our very strong start to fiscal 2019 as sales, merchandise margin and earnings per share were up significantly year-over-year," Conroy said in a statement. Boot Barn runs a fleet of 232 stores and the e-commerce site www.bootbarn.com.—*A.A.*

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OCTOBER 24-27

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NECKLACE: NAKAMOL, RHODA KATZ (WTC 13264) | DIRTY LAUNDRY, CHINESE LAUNDRY (WTC 13016)

DALLAS MARKET CENTER

TRADE SHOW NEWS

The Store and On:Line Launch to Enhance Buying Experience in Las Vegas

Visitors to the UBM-produced Las Vegas shows **WWD**MAGIC and **Curve Las Vegas** will find new shopping experiences for women's apparel during the Aug. 13-15 run of the shows.

At swimwear and lingerie show **Curve Las Vegas**, buyers can shop **The Store**, which features brands not currently showcasing their products at a booth during the event.

At **WWD**MAGIC's **On:Line**, buyers will find a collaboration with business-to-business e-commerce platform **FashionGo** for the latest trends in new, young contemporary ready-to-wear brands.

On the heels of **Curve New York**'s introduction of **The Concept Lounge** during the July 29-31 show, **Eurovet Americas** Chief Executive Officer Raphael Camp wanted to bring this option to buyers who are attending the **Curve Las Vegas** show.

The **Store**'s 600-square-foot space will showcase lingerie, swimwear and accessory collections from brands including **Aurore San**, **Chantelle**, **Claudel Lingerie**, **Cardo Paris**, **La Serviette Paris**, **LELO** and **Modcloth**. Rather than meeting with sales professionals representing each company, buyers will be guided through the lines by **Curve** representatives.

"The goal behind this was to bring newness and new brands that don't exhibit with us in Las Vegas through a showroom concept where we are hosting the buyers in the space," Camp explained. "We are telling the story of a selected number of brands."

In addition to **The Store**, buyers will be able to enjoy a Las Vegas installment of **The Concept Lounge**, which will feature product samples from **Curve Las Vegas** exhibitors focusing on four characteristics of the modern woman—liberated, self-expressive, body confident and eco-conscious.

In the 3,000-square-foot **On:Line** space at **WWD**MAGIC, the 25 pieces from the collections of 30 emerging brands in the young contemporary market will be showcased on-site. Within the space, **iPads** will also be available for buyers to explore each company's full offerings.

Through streamlining the buyer experience within a cohesive area that offers pieces by brands including **a.gain**, **Active Basic**, **Blithe**, **Comme USA**, **Fashion Wildcat** and **Grade & Gather**, **On:Line** makes discovering new brands easier.

By introducing these lines, which were selected by Kelly Helfman, vice president and brand director of **WWD**MAGIC, **Fame**, **Accessories The Show**, and **Pooltrade-show**, show organizers are able to bring new brands to buyers while alleviating the pressure buyers feel during the search for fresh designs.

The inclusion of the **FashionGo** platform affords greater ease by providing a seamless shopping experience during the show and after it ends. The service provides a wholesale e-commerce option that facilitates a buying experience between retailers and apparel brands.—*Dorothy Crouch*

Calendar

Aug. 11

Offprice Show

Sands Expo and Convention Center
Las Vegas
Through Aug. 14

Aug. 12

Sourcing at MAGIC

Footwear Sourcing at MAGIC
Las Vegas Convention Center
Las Vegas
Through Aug. 15

Aug. 13

FN Platform

WWDMAGIC

Las Vegas Convention Center
Las Vegas
Through Aug. 15

The Collective

CurveNV

Pooltradeshows

Project Womens

Stitch at Project Womens

The Tents

Children's Club

Mandalay Bay Convention Center
Las Vegas
Through Aug. 15

Agenda

Sands Expo and Convention Center
Las Vegas
Through Aug. 15

Liberty Fairs

Sands Expo and Convention Center
Las Vegas
Through Aug. 15

WWIN

Rio All-Suite Hotel and Casino
Las Vegas
Through Aug. 16

Aug. 15

NW Materials Show

Oregon Convention Center
Portland, Ore.
Through Aug. 16

Aug. 19

Fashion Market Northern

California
San Mateo Event Center
San Mateo, Calif.
Through Aug. 21

Aug. 22

Dallas Apparel & Accessories Market

Dallas Market Center
Dallas
Through Aug. 25

FIG

Fashion Industry Gallery
Dallas
Through Aug. 24

Active Collective

Metropolitan Pavilion
New York
Through Aug. 28

Aug. 24

Denver Apparel & Accessory Market

Denver Mart
Denver
Through Aug. 27

There's more
on ApparelNews.net.

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

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

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Quality Basics Is the Idea Behind November Six

The idea of basic clothes made of quality material was the impetus behind **November Six**, a new Los Angeles label sold exclusively online by two sisters who felt their clothing could fill a niche.

"We wanted to create a collection to offer essential pieces to consumers to keep costs down but offer high-quality fabric," said Candice Setareh, who co-founded the company with her sister, Shanen Soleymani.

Soleymani said she spent years curating her own closet filled with classic separates. "My dedication to seeking out the best white T-shirt or the perfect high-waisted pant inspired me to [help] start November Six," she said.

Friends who admired the sisters' basic but elegant way of dressing were asking them where they had gotten their clothes, which included lots of basic pieces. So it only seemed natural that they would take their taste for fashion and start a label (which got its name from Setareh's birthdate).

The idea is to slowly introduce one or two pieces at a time and develop an evolving edit of essentials and timeless pieces that can be worn from season to season.

Their collection, launched online in July, incorporates mostly solid colors with silhouettes that gravitate toward tops, high-waisted pants, dresses and silk camisoles.

Pieces include a gray merino-wool T-shirt with short sleeves, which sells for \$115; a navy-blue ruffled cotton top with large pleats to accent the waist, which goes for \$165;

and a high-waisted, wide-legged pant made of linen jacquard, which carries a \$245 price tag.

"We are doing a lot of silks, viscose and some cotton," Setareh said. "It is a lot of tops because, in general, women find it easier to buy tops than a bottom."

Neither sister had any fashion or design background before they started their brand. Setareh had done fashion publicity and worked for a tech startup. Soleymani had been raising a family.

But the idea to create a collection of basics that could be worn by just about any age group took over, and soon they were seeking out patternmakers, cutters and sewers to help them with their vision.

Through word of mouth, which has been the primary way the sisters have been locating resources, the two discovered a cutter and manufacturer in downtown Los Angeles. "We have been asking around and getting referrals to different people," Setareh said. "Our patternmaker introduced us

to our cutter, who works next door to a manufacturer."

Setareh makes sketches of what she would like to make and then the patternmakers bring those sketches to life. "We make a ton of samples because sizing and fit are important to us," Setareh, who does most of the design and marketing, said.

Soleymani is in charge of management and making sure production goes smoothly.

As time goes by, they would like to add denim to their



lineup. "But we want to work with the right factory that understands our aesthetic. We want to make sure it is the correct fit and style," Setareh said.

For more information, visit www.november-six.com.

—Deborah Belgum

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Paradise Ranch Expands With a New Versatile Division

When Kris Goddard started designing swimwear for her Paradise Ranch Designs brand, she was inspired by a solution to an age-old problem. "Swimwear has ignored a huge demographic of women of all ages who don't feel comfortable baring it all," she says.

"I'm sensitive to areas of concern that women may have about their bodies, and I find solutions for them in figure-flattering designs that camouflage the negative and accentuate the positive."

To that end, she offers elegant knee-length boardshorts in mesh or solid fabrics. Bottoms that feature a lower leg cut front and back. In her collections, Goddard has enticing transparent jackets, draped bottoms, full-length bodysuits, wispy dusters. The look is fashionable and fresh, the collection unique in its goal to marry stylish design with problem-solving silhouettes.

And in that, Goddard, a former fit model, is brilliantly exploring a burgeoning market as aging baby boomers refuse to compromise their desire for style. "In the past, 'more coverage' translated to frumpy or matronly," Goddard says. "My line is anything but that. I've looked at every possible issue and found ways to make them look sexy and attractive."

For Goddard, the past year has been both a time to educate buyers about this potentially lucrative market but also to listen and respond to retailers about their customers' desires, leading to a broadening of Paradise Ranch's offerings.

"I think we've evolved some," she says. "Our brand has expanded to a different level. We started out as a niche market of swimsuits with more coverage. But we had so many requests from buyers who loved our prints and styles but thought their customers wanted to show more. So we accommodated that. Now we've expanded to include a more revealing side to the brand while we're keeping our original concept as well."

Both lines are marketed under the Paradise Ranch name for the moment, and her boutique clients often are carrying both lines. "I'm using the same prints, the same styles, just doing a more revealing version of it," Goddard explains. "The women who want more coverage still get the same cool, trendy, fashion-forward look that the revealing suits are getting."

That means a plunging neckline on the revealing suit will be covered by illusion mesh on the coverage suit. Other revealing suits will have higher legs and lower backs and will be sleeveless. There is a new, skimpier triangle bikini set in prints and solids. "The revealing suits are still sophisticated," she notes.

All the suits can be paired with complementary toppers, jackets, pants, and coverups, either in solids or Paradise Ranch's notable prints—a fact that is critically important to Goddard, who is adamant that her multi-piece

collections work together beach to boardwalk. "You can slip out of the coverups very easily and jump in the ocean," she says. "That, I think, people find very appealing. It makes it far more valuable than just a swimsuit you wear a few times a year."

Paradise Ranch, which is 100 percent made in the USA, is known for its bold tropical prints, and this latest collection, which features five custom-made prints, is no different. Fifty Shades of Flamingo in shades of pink and coral—"this print will fly"—Banana Leaf in two colorways, and burnt orange Crane Flower, show up in large and small prints, on transparent and opaque fabrics ranging from spandex to mesh.

New silhouettes include three bandeau tops; the High Tied tied-shoulder one-piece; the Out of the

Office duo of a long-sleeve crop top and high-waist skirt; a sleeveless version of the bestselling Got Your Back, which has higher legs and a lower back; the Sheer Plunge racer-back one-piece with a deep-plunging neckline; the Basic Instinct bandeau with both a high-waist

and bikini bottom; and the Tarzan Loves Jane bandeau top and draped bottom. These join halters and retro tops, board walkers and boy shorts, skirts and pants in meshes and solids, and diaphanous long dusters and crop jackets in prints or mesh. The collection is varied and deep, always with "something off the beaten path to give it a little twist."

It's the combination of fabrics and the use of peekaboo mesh or netting to gracefully cover yet reveal the body that makes Paradise Ranch stand out in a sea of in-your-face skimpiness that dominates the swim market.

"We're going to cover all the bases," Goddard says. "Instead of being niche as we were, we've expanded to be more versatile. We're doing what our customer wants, and I really think that, more and more, boutiques and stores are finding they can be versatile as well. There's a huge market out there, and they are opening their minds to it. It's a win-win for both of us."

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ACTIVewear

Ruby Ribbon Expands Its Collection to Activewear

By Dorothy Crouch Associate Editor

Launched in 2012, Burlingame, Calif.-based **Ruby Ribbon** has expanded over the years from manufacturing foundation pieces to last year introducing swimwear.

The brand is now branching out to activewear with a capsule collection that emphasizes comfortable support with a bra replacement called the "Sports Demiette."

"My first impulse was to create a product line that was all about fit," founder and Chief Executive Officer Anna Zornosa said when recalling her inspiration to launch her brand. "The original product line included a lot of intimate and foundation wear but also already had leggings that had some proprietary fit techniques and also shirts that had some fitting elements built in."

Ruby Ribbon's initial products were built shapewear, including camisoles, waist and full-body shapers, and demiettes manufactured to be a support bra without an underwire.

The brand has implemented this same shaping approach to other product launches. Zornosa explained that the difference in her products, compared to other shapewear, is the use of variable compression rather than the traditional uniform compression.

"Variable compression uses tensions within the fabric so that the product is doing different things for different bodies, and it's also not doing things in a uniform way," Zornosa explained. "Variable compression is not only a great technique for foundation wear, it's also the technique that we use in our leggings and pants to give a great fit without the use of zippers and buttons."

Even in its sales approach, Ruby Ribbon is different. The company is based on a social-commerce model, using independent stylists who work as contractors.

"When it comes to products with fit, wom-
➔ **Ruby Ribbon** page 10



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For elegant and innovative offerings, look no further than Surf Expo's unique Boutique

Surf Expo's exclusive Boutique area offers exhibitors unique opportunities. For AquaVita, it's the ability to "introduce prospective clients to our effortless yet sophisticated styles." Duffield Lane finds that it eases the way for its customers who already shop several brands at the Boutique. First-timer travel-bag brand Baggallini is excited to present its products to a new market, "showcasing how our 'baggs' fit the surf, resort, and beach lifestyle." And handcrafted jewelry designer Lat & Lo believes Boutique "fits the overall aesthetic of our line and helps ensure that we're available to the right buyer for our brand." No matter the reason, Surf Expo Boutique is the place to see and be seen—and to buy.

AquaVita

To the creators of AquaVita Swim, "high fashion and spectacular fit do not have to come at a high price." With industry experience, retail knowledge, and an eye for trends, AquaVita Swim launched in 2009 to instant success. With a vast array of colors, prints, and contemporary styles designed to flatter each woman's unique figure, AquaVita Swim empowers women to look beautiful and project confidence. The sophisticated swim- and resortwear line's focus is creating luxurious apparel from select Italian fabrics at an affordable price "to evoke the inner beauty of our wearers." The lush look is feminine "day to night" and "beach to bar," with elegant, detailed pieces flowing with ruffles, lace, embroidery, and sumptuous tiers. AquaVita's bestsellers are expected to be lightweight cardigans, silk dresses, and linen silhouettes, "because these pieces are flattering while easy to wear." Retail price points range from \$69 to \$199.



Baggallini

When you are looking for the ideal travel bag, who better to consult than a couple of flight attendants? Twenty years ago, a creative pair of attendants designed the perfect travel companion—stylish, with a plethora of pockets to keep everything organized—and started Baggallini, with "baggs" designed for the everyday traveler, "whether she's traveling five blocks or five time zones." Stylish, durable, lightweight, and designed for an active lifestyle, the baggs also offer significant security measures. RFID-safe linings ensure that credit-card and passport information will not be scanned and stolen, and the anti-theft collection features double-cable, anti-cut straps, locking zippers, and slash-proof fabric panels. Baggallini has a wide range of products, from RFID wristlets to backpacks and rolling luggage.



Bestsellers include the Uptown and Around Town cross-body baggs, the GO bagg, and the Metro backpack, all featuring RFID-safe phone wristlets. Retail price points: \$40 to \$130.

Duffield Lane

Duffield Lane embodies the classic aesthetic of its founder, Jamie Looks Duffield, a former attorney who has spent much of her life in and around water. Taking a cue from "beach, boats, and fun in the sun," Duffield Lane offers timeless, comfortable styles with a nautical twist. The wide-ranging collection has options for all ages, including girls, and new this season, babies. Also new, a beach line that ships for Resort delivery and carries through Summer 2019. Known for its high-quality, machine-washable, and tumble-dryable Peruvian knits, Duffield's "beautiful" hand-beaded sweater, with V-neck and reef-print white beaded bell sleeves in the Resort collection "has been doing amazing." Trending now are pom-pom and tassel trims and new fabrics, including a seersucker collection for Spring 2019 that is expected to be a bestseller as well. Price points range from \$16 for printed Ts to sweaters and dresses in the upper \$70s.



Lat & Lo

"Where are you anchored?" quotes Lat & Lo from the Book of Hebrews. It answers with its handcrafted custom-order jewelry line of fine metals beautifully inscribed with the latitude (Lat) and longitude (Lo) coordinates of the buyer's "special place." Each piece, fashioned from 14k gold fill and .925 sterling silver and inscribed with the retail boutique's coordinates, represents the memories made in the town where they are sold. Their ideal customer "values sentiment and quality" and is able to appreciate "the unique nature of Lat & Lo's potential to go beyond just fashion jewelry and be a truly great gift or chic memento." Lat & Lo keeps its finger on current trends but strives for "an overall classic aesthetic that can be worn well after other trends pass by." Bestsellers include the horizontal bar necklace, but Lat & Lo expects big things from the new, skinnier vertical Neptune necklace. Wholesale prices range from \$24 to \$40.



The next edition of Surf Expo will take place September 6–8 at the Orange County Convention Center in Orlando, Florida.

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E X P O

ACTIVEWEAR

Ruby Ribbon *Continued from page 8*

en need good service," Zornosa said. "They need to be educated a little bit. They need to try on things. At the time when I was researching the company, there were a lot of channels that were having trouble with things that had a fit element to it because the return rates can be so high if you aren't able to truly personally service the customer."

Approximately one in 13 of Ruby Ribbon customers becomes an independent sales representative for the brand. By using this social-commerce model, Zornosa said, repeat purchases for her brand are high while return rates remain low. She also believes providing excellent customer service is a large reason for her success.

"Going to market with an independent stylist as the channel assured me that we could give great customer service, and it's turned out that way. The customers are incredibly loyal," Zornosa said.

While customers return to Ruby Ribbon for its products and customer service, the brand's clients also play a role in the launch of new products. After the successful introduction of the Ruby Ribbon swimwear line, customers wanted to see the launch of an activewear collection based on the principles of comfortable compression.

For a foundation garment line that expanded into swimwear, launching an activewear collection seemed to be a natural step, but Zornosa wanted to carefully plan the pieces' designs. With more than 60 percent of her

customers wearing a C-cup bra or larger, she wanted to create an alternative to the standard sports bra.

"We wanted to address our whole customer base, which is a bra-band size 32–50," Zornosa said. "We wanted to see if we could make a product that wasn't this brute-force compression product that results in most sports bras giving a woman a uni-boob. We wanted to preserve a bit more of her natural shape."

Using antimicrobial spandex-blend fabrics made in the United States, Zornosa manufactures her active collection in Nicaragua, China and Vietnam.

The active capsule collection includes two workout leggings and two workout tank tops available in XS–XXXL and priced \$69–\$79. It also introduced

the "Sports Demiette," a sports-bra design that fits all cup sizes and is priced at \$79.

"Demiette is a proprietary word for us because we see it as a replacement for a bra rather than just another bra," Zornosa said.

The initial July 25 introduction of the Ruby Ribbon activewear capsule collection occurred during an unusual season that is not typically the time of year known for introducing this type of product.

"Most activewear companies would choose to launch at the beginning of the year," she said. "We will probably build on the line in the January/February time frame. We brought it out to coincide with our national convention. It was a great place for us to introduce something that we believe is going to be pretty important in the line." ●





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Keeping Up With Sustainability Demand

By John McCurry *Contributing Writer*

Building sustainability aspects into products and figuring out ways to serve the particular mindset of millennials are among the challenges facing fiber manufacturers.

Meanwhile, additional pressure is coming from performance-wear brands anxious to find the latest new developments while they also are demanding shorter lead times.

Two examples of fiber manufacturers that are aggressively building sustainability into their business models are **Invista** and **Unifi**.

Both recently unveiled new collections and have been positioning their technologies. “We’ve been listening to our customer, and we understand the need to reduce our footprint,” says Cynthia McNaul, global brand and marketing director for Invista’s **Cordura**.

McNaul said Invista’s \$65-million investment in fiber production equipment at its Camden, S.C., facility will soon offer the capability of making new deniers and colors. It will also give the fiber maker the flexibility to offer lower minimum orders. The Camden plant will produce Cordura’s solution-dyed **TrueLock** fiber, which creates a deep, durable color.

TrueLock fits into Invista’s sustainability efforts, as the process of embedding color into the fiber results in reduced water and energy use as well as dye and chemical usage. Solution dyeing offers better color consistency lot to lot, compared to conventional piece dyeing, McNaul said.

Portland, Ore.-based **Dovetail Workwear**, a brand that markets itself as a workwear line made by women, exclusively for women, is one of the early adopters of the new “Supercharged Noir” denim collection, developed through a collaboration by Pakistan-based **Artistic Milliners** using Cordura and **Tencel** fibers.

It is a line of black performance denim, which integrates the durability of nylon 6,6 with color fastness, softness, sustainability and stretch, according to McNaul.

The Dovetail line has not gone commercial yet, but McNaul says Cordura will be working with the brand on con-

sumer testing. She describes Artistic Milliners, a longtime manufacturing partner of Invista, as a “very innovative” mill.

Dovetail is a 2017 startup that began as **Moxie & Moss** but renamed itself in June. Its target customers range from construction workers to auto mechanics to artists and firefighters.

Supercharged Noir is the first denim application of Invista’s patent-pending T420HT staple-fiber technology for extreme resistance strength. Invista says it offers four times the abrasion resistance of 100 percent cotton denim at the same weight.



As generations go, McNaul says millennials have an acute awareness of buying things with purpose or meaning. That includes a preference for products made in a sustainable way.

Unifi is repositioning its fiber and yarn technologies to fall under the new umbrella of **Profiber**, officially introduced at the **Outdoor Retailer** trade show in July. The technologies can be used with both Unifi’s highly successful recycled fiber, **Repreve**, and with its virgin polyester and nylon.

“We continue to evolve with our products,” said Jay Hertwig, group vice president of global brand sales. “While

Repreve has grown to what it is today, the No. 1 brand in textiles for recycled polyester, we need to create awareness of our other technologies.”

Repreve is now used by more than 350 brands globally. Unifi is on track to recycle 30 billion plastic bottles for the fiber by 2022. Repreve will be the base, but it will be offered with technologies including moisture management, stretch, odor control and flame resistance, Hertwig said.

Those technologies include “TruTemp 365,” developed for thermal regulation properties. Hertwig said it has been successful in men’s bottom weights, including dress pants, khakis and denim.

Another is “TruBounce,” a yarn construction used in socks and apparel that offers lightweight cushioning and resilience. “TruDry” is a breathable, moisture-wicking technology that helps keep fabrics cool and dry.

Hertwig said that in the coming years, Unifi will be exploring innovations that incorporate adaptive technologies into yarns, allowing fabrics to be functional.

“In some cases, this will be something that you can actually see, but in others, it will be something you can feel,” he said. “The technologies are out there but not commercial in a big way. It’s about what we can do to the fiber to make it react differently. We’re looking at a couple of things, but we’re not at the point that we know they are commercially viable.”

Hertwig said there are a lot of gimmicks in the marketplace, but Unifi is examining what can be done at the fiber level to make fabrics react differently. He said apparel brands are requesting fabrics with “cool touch” to keep the wearer cool while working out. Some brands have products on the market, but the “coolness” doesn’t last throughout a workout.

As for generational targeting, Hertwig said Unifi is pouring a lot of consumer research into the buying habits of millennials as well as Gen Zers. For now, it’s the millennials who are driving the interest in sustainability.

“They [millennials] are the ones asking the questions, such as, ‘How was this made?’, ‘Where was it made?’ and ‘What’s the impact?’” ●

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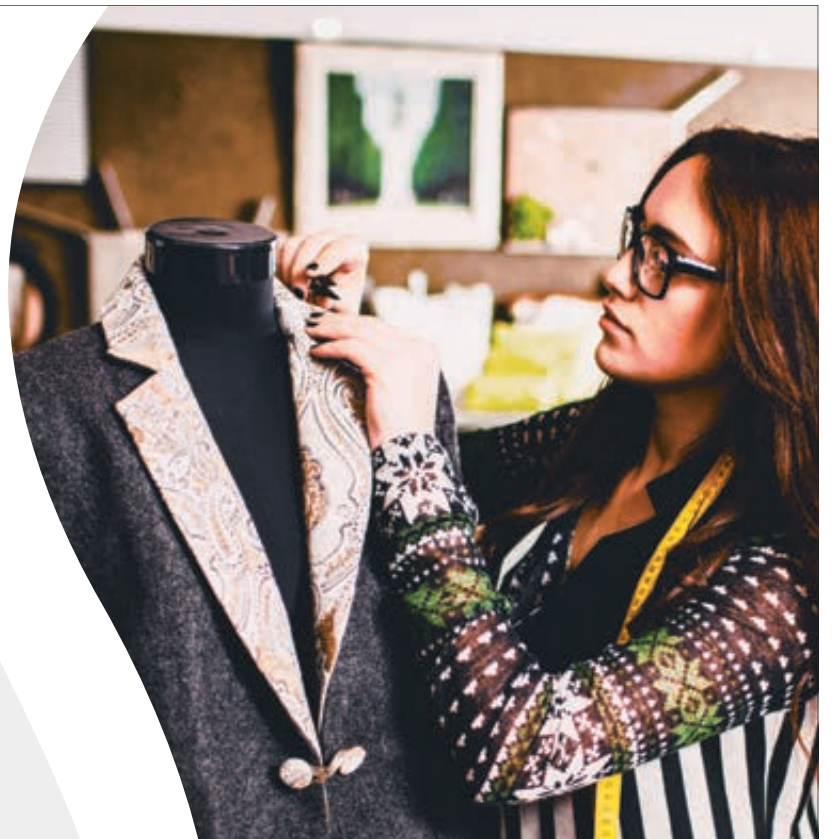
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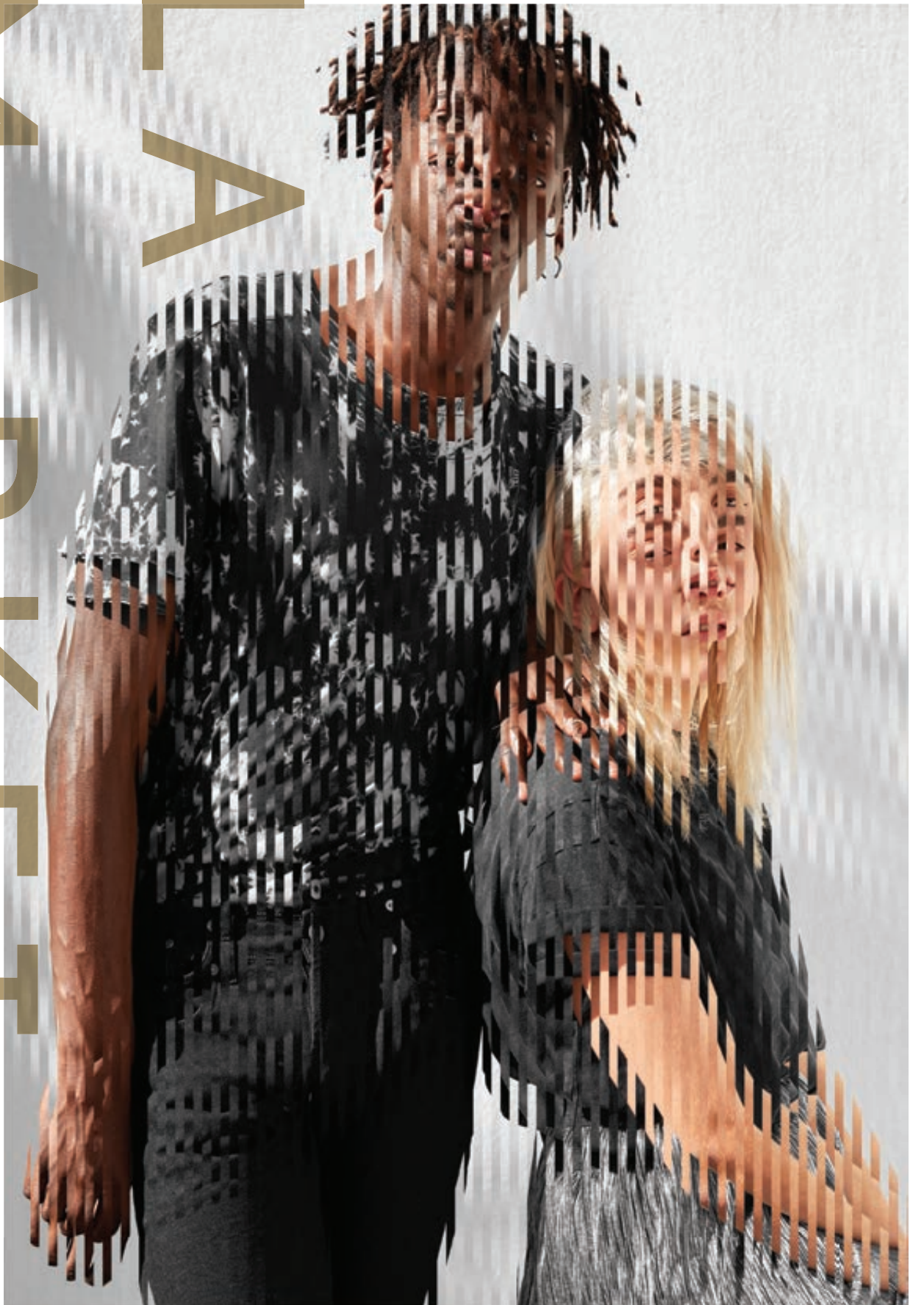
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Ron Herman *Continued from page 1*

les, but he also wants to manufacture them domestically to fit American bodies. The stateside production will pave the way to making more collaboration lines.

"I'm doing it for the sake of going deeper into the culture and nature of my brand," he said.

It's the latest chapter in an unorthodox but highly successful boutique business that has been operating since 1976.

He employs 50 people in his California stores, which range from the two-story, 14,000-square-foot Melrose shop to boutiques in Los Angeles' upscale Brentwood neighborhood and in Malibu, Calif. Herman declined to give revenue figures for his privately held company.

About a decade ago, Herman ventured into Japan, working with Japanese company **The Sazaby League** to open Ron Herman stores there.

Currently, there are 20 stores in the chain, which has taken on a character all its own. The boutiques offer exclusive Japanese-only collaborations with U.S. companies such as **Vans**. They also run cafés and have branched out into weddings at waterfront locations.

If the Japanese venture seems inspired by whimsy and a desire to undertake a collaboration just because it is cool, it's also the modus operandi of Herman's stateside operation, said John Moore, a co-founder of the Culver City, Calif.-based **Outerknown** label, which is sold at the Ron Herman stores.

"I learned at an early age by observing the effortless styling on Ron's floors that anything goes. A **Dries Van Noten** trouser was not meant to be worn with dress shoes but rather a pair of Vans, **Doc Martens** or sandals. And everything goes with a T-shirt. This idea of something new with something old, relaxed with something tailored, has stuck with me forever. I learned this from Ron's world," Moore said.

Supporting this sense of whimsy is Herman's deep knowledge of denim and fashion that is respected around the world. Having a presence at Ron Herman gives credibility to a brand, both domestically and overseas, said Chris Cantrell, the head of sales for **S.M.N.** denim, which is sold at Ron Herman.

"A lot of top retailers and consumers shop at Ron Herman. They want to know what is trending at market, and they'll go to Ron Herman to find out," Cantrell said.

Herman's vision seems to mix a wider curiosity of culture with the sharp gut instinct of an independent merchant. The mix is rooted in his life story. He earned a bachelor's degree in speech at the **University of California, Berkeley**, during the mid-1960s, when he was witness to some of the era's tumultuous history. He saw prominent free-speech activist Mario Savio being arrested by Berkeley police officers and saw Huey Newton, co-founder of the Black Panthers, give a speech about race in the United States.

After graduating in 1967, he moved to Southern California and opened a women's fashion boutique called Ron Herman in Ontario, Calif., which is about as far away from Berkeley as one can get.

People traveling to Palm Springs from Los Angeles often stopped in Ontario for a meal and a break, and one of them was legendary retailer Fred Segal, who is Herman's uncle. Segal offered Herman a job as a buyer at his **Fred Segal** store, which had opened in 1971.

Because Herman needed to make more money, he took the job and eventually sold his Ontario store.

His career moved quickly at Fred Segal, and soon he became president of the com-



Ron and Carol Herman

pany. But he wanted to be his own boss. So in 1976 he bought 600 square feet of retail space inside the Fred Segal compound on Melrose Avenue and named it Ron Herman.

Joining him was his wife, Carol, whom he had met while working at Fred Segal. Forty-two years later, they still work on the store's floor five days a week.

When they started Ron Herman, they sold only a few brands, there were only a few trade shows, and there was no Internet telling them what was cool.

At the time, more designers were getting involved in the fashion blue-jeans business, and the couple decided to take a risk on the newest denim lines. Their gut feeling often paid off.

The Fred Segal compound always attracted an affluent, fashionable crowd, but



A limited edition Ron Herman Toyota FJ Cruiser, one of the unique projects from Ron Herman Japan

the place's cachet grew with an A-list crowd that included celebrities Ringo Starr, Sophia Loren, Bob Dylan and Elizabeth Taylor.


Many of the shoppers were attracted to a sense of elegant simplicity. It still influences Herman's aesthetic. "Simplicity is not easy to accomplish. But simplicity is the entry to accessibility. Simplicity allows people to be accessible," he said.

Even after four decades of running a boutique, Ron and Carol said they come to work every day because they love the projects created by designers.

"It's innovative people doing fashion," Carol said. "They're making soul statements. They're talking about the environment. They're expressing themselves through clothes."

The store's success has been created by a merchant's way of doing things as well as by location, location, location. "There's no science behind it. It's instinct and a passion for our industry," Ron said. "Inspiration is really important. I have great people, and parking is free." ●

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LAFW Shows Escada and Porsche Design Styles at Car Museum

After a few years of producing runway events around the city, **LA Fashion Week** now has a permanent home at the **Petersen Automotive Museum** in Los Angeles.

On Aug. 3, Arthur Chipman, LAFW's executive producer, gave a preview of what the museum's runway events will look like in October when Spring/Summer fashion will be coming down the catwalk.

Luxe women's brand **Escada** produced a runway show centered around the museum's extensive exhibit called "The Porsche Effect," which covers the history of the prominent German automaker.

Earlier in the evening, a presentation of styles from men's brand **Porsche Design** took place next to exhibits of the high-performance cars. Porsche Design is a subsidiary of **Porsche SE**, the holding company that manufactures Porsche cars.

The event was called "Cars & Fashion." "It fits when it comes to a city known for car culture and art. It's important for us to have a landmark where the

city can come together," Chipman said at an after-party at the museum's outdoors William E. Connor Penthouse, which has a commanding view of Los Angeles.

In 2015, the Petersen Automotive Museum wrapped up a \$125 million remodel of the building, which years ago was the **Ohrbach's** department store.

It is well known for its exhibitions of Porsches and the art of low-rider cars. The museum's vault includes rare cars including a 1902 **Cadillac**, the car used by the fictional superhero Green Hornet, as well as presidential limousines used by Franklin Roosevelt, Dwight Eisenhower and Richard Nixon.

Next up on LAFW's calendar is fashion week for Spring/Summer '19, which is scheduled to run Oct. 6-10. The mix of exhibiting designers will have a decidedly international flavor. Along with USA-based designers, those producing runway shows will be coming from Thailand, Russia, Australia, Mexico and Brazil.—*Andrew Asch*



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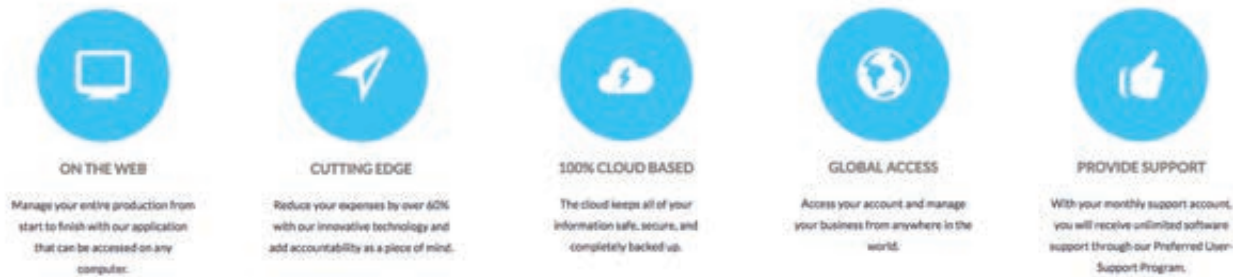
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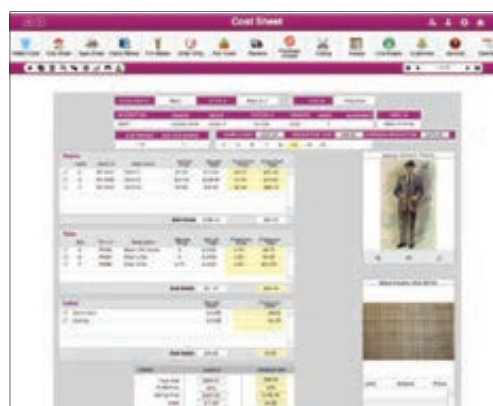
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DENIM

DSTLD: Big Dreams From Small Investors

The forces behind the denim line **DSTLD** dream in black and white and believe that less is more until it comes to crowdfunding.

By last March, DSTLD had raised more than \$2.9 million in a round of online crowdfunding that helped the Los Angeles brand hire Hil Davis as its new chief executive and launched its dream of opening a bricks-and-mortar flagship sometime in 2019.

The label's co-founder, Mark Lynn, believes his direct-to-consumer denim brand will eventually be a \$1 billion company. One step to reaching that goal was raising funds from modest investors who paid as little as \$1,000 for a piece of the action.

Lynn said equity crowdfunding was a way of raising capital while dodging risk because the company doesn't have to go public. "It should be called micro-cap investing," Lynn said. "The investors are more aligned with management. We both want to create a long-term business."

With Davis on board, the executive team will be benefiting from his years as founder and chief executive of the Dallas online custom menswear brand **J Hilburn**.

The DSTLD team is already investing in ways to revamp its production and supply chain and expand on retail.

Currently, the company produces roving pop-up shops in the Los Angeles area. It recently closed a 1,000-square-foot pop-up on Melrose Avenue in West Hollywood that opened in January.

Another pop-up is scheduled to open in September at the **Valley Country Mart** in Los Angeles' Woodland Hills.

DSTLD started in 2014 as a clothing brand for creative types who work in the tech industry. Most of the collection comes in two colors: black and white.

"We wanted to simplify wardrobes," Lynn said. "We only sell things in black or white and various shades of gray. We took some inspiration from Steve Jobs [of **Apple**] and Mark Zuckerberg [of **Facebook**], who

don't like to think about what they wear. We wanted a brand that could mix and match any component and still look socially acceptable in any of the world's creative cities."

Designing DSTLD's look is Paul Roughly, who from 2006 to 2015 served as the



design director for the rock 'n' roll-inspired brand **Kill City**.

DSTLD makes clothes for women and men with denim silhouettes that range from skinny to skinny slim and a roomier straight. Core price points range from \$75 to \$95.

Over the years, DSTLD has branched out to offer an extensive collection of clothes, which range from basics including T-shirts and woven shirts to hoodies and bomber jackets. For women, there are sweaters and silk blouses.

Lynn said the brand can offer premium clothes at lower prices because it doesn't have the overhead other brands carry.

—Andrew Asch

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A Cohesive Space Spells Success for Swim and Active Shows

By Dorothy Crouch Associate Editor

ANAHEIM, Calif. —During the first summer installment at their new location, organizers of **Swim Collective** and **Active Collective** reported a lot of positive feedback regarding the space at the **Anaheim Convention Center**, with early reports of increased attendee traffic.

“We’ve combined the shows together now that we have a larger location and more space to work with,” said **Emerald Expositions** Vice President of Marketing Adrienne Belk. “The crossover is better, and we’ve been able to expand and bring in more brands.”

The Aug. 1–2 event featured a live DJ in a lounge located in the center of the hall as well as a progressive lunch served throughout the day.

Stevi Vaughn, a buyer for the **Whalebone Surf Shop**, headquartered in North Carolina, said she traveled to Swim Collective to see some of her favorite brands, including **SEEA**, **Carve Designs** and **Tavik**.



Bobbe Chief Executive Officer Erica Anderson

“I’ve been coming to Swim Collective since 2013, and it’s always just a really nice, easy, clean show,” she said while looking for French-cut styles and simple silhouettes for De-



Beyond Yoga booth

cember through July 2019.

At the **Vitamin A** booth, representatives from the Orange County, Calif.-based brand were busy taking orders as the

company promoted its **BioRib**—a plant-based Italian fabric and a sculpt material that is more complementary to a woman’s body.

“We have our new Sculpt fabric,” explained West Coast Account Executive Odilia Therriault. “It has twice the Lycra, with a raw edge. It’s like a firm hug but not really tight.”

Noting that Swim Collective is important for West Coast surf specialty retailers who might not make the trip to shows in Miami or Orlando, Rick Kuhn, president of **Raj Swim**, was happy with how the show was organized.

“The show has created a nice atmosphere at a good venue for the retail community,” Kuhn said. “They’ve done a good job of bringing together a strong presentation of brands, which is important to retailers to give them an overview.”

At **Luminous Sol Swimwear**, a line that launched last year in Silicon Valley, owner and designer Meena Shams was selling swimwear that wholesales from \$37 to \$82 and includes some pieces made from eco-friendly Italian nylon manufactured with thread from recycled fishing nets.

“I’m learning so much. This is my first show,” she said. “I felt this would be a great way to meet buyers all in one place instead of going to each individual store or business.”

Across the aisle were pieces from Toronto’s **ISK-KA by Rachel Fox**, whose pieces are wholesale priced from \$100 to \$122. This was the company’s first show. Fox said she creates swimwear using sustainable Italian fabric from a mill that has a partnership with the **World Wildlife Federation Italy**, with her manufacturing based in Vernon, Calif.

“It’s difficult to find swimsuit sewers in Canada. We don’t have the expertise, so I sew here in Vernon, which is the capital of the world for swimsuits,” she said. “It’s important to me as a new company to make sure I am ethical.”

Shopping for her two Portland, Ore., **Popina** shops, swimwear designer and store owner Pamela Levenson was pleased with the show. She was happy to see **JETS Australia**, **Vitamin A**, **MAAJI**, **Pembroke**, **Profile by Gottex**, **Tommy Bahama** and **Body Glove** and revealed that apparel from **BloqUV** was serving a

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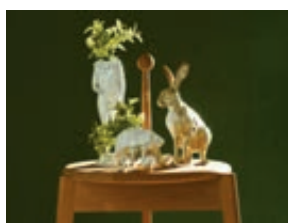
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The Department of International Trade Promotion, Ministry of Commerce, recently hosted the region’s most stylish and comprehensive lifestyle trade fair, **STYLE OCTOBER 2018**, between October 17-21, 2018. Combining three major annual fairs - Bangkok International Fashion Fair and Bangkok International Leather Fair (**BIFF&BIL**),

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TRADE SHOW REPORT



Buyers' lounge



Power 2 The Flower booth



Vionic Beach's "Sole Shack"



Vitamin A booth

growing segment of her clientele.

"People are more conscious now about being in the sun and wanting to protect their skin," she said. "We've seen that part of our business really boom."

New to this show was an area named **Beach at Swim Collective**, which was dedicated to swim accessories and beach-lifestyle products.

"Before, we would have sandals, towels and cover-ups scattered throughout the floor and it was hit or miss regarding how they would do. Now we've put them in a category," said Jane Preston, vice president of sales for Swim Collective.

Standing in front of his company's "Sole Shack" trailer, parked inside the convention center, Alex Nguyen, field marketing manager for Encinitas, Calif.-based sandal brand **Vionic Beach**, thought the show provided opportunities for the brand, which launched in late 2017.

"The show has been amazing," he said. "This is our third Swim Collective. There are a lot of serious buyers and we're here to do business."

Expanding the audience for activewear

At Active Collective, show organizers recognized the potential for growth as sports apparel becomes more fashionable in addition to remaining performance focused.

During its first showing at Active Collective, **Bobbe** was showcasing activewear pieces that wholesale for \$30 to \$50 and are inspired by tennis but manufactured for any sport. The Santa Clarita, Calif.-based brand's chief executive officer, Erica Anderson, wanted to use Italian fabric and United States manufacturing to create pieces that allow women to go from "court to cocktails."

"It's tennis, but we're moving into active, and all of our garments are chlorine resistant, so you could swim in them and have sunblock of UV 50+," she said. "[The show] has been okay. We've had some interest. It's our first time, and it's been hard because we didn't make appointments."

At the **Beyond Yoga** booth, representatives explained that showing at Active Collective was important to connect with major partners, such as **Bandier**, **Equinox**, **YogaWorks** and **Carbon 38**. There was a high demand for its extended sizing, which debuted in 2017.

"A big part of our ethos is celebrating all shapes and sizes of women at whatever stage of life," explained Sarah Ladd, who is the company's director of key accounts and territory representatives. "That has been super excit-

ing, and I am seeing more attraction to that space."

Traveling from Toa Baja, Puerto Rico, Verónica Pérez González enjoyed shopping for activewear to fit her store, **Wowoman**. She thought **Terez**, **NUX Active** and **Gold-sheep** would best suit her clientele, who engage in an array of activities from cycling to CrossFit yet also demand

unique, colorful pieces.

"It's important to me to sell different products and different brands," she said. "[Here,] I can find everything in one place."

This installment of the show was her first time at the Anaheim event and, despite the travel from the New York area, she will return to the show next year. ●



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Active Trends for Fall '19 Take On a Rugged Look

By Sharon Graubaud

Founder and Creative Director at MintModa

Active influences take on a high-function turn for next Fall. Utility details and shelter-like proportions offer support in uncertain times, while pops of color and exuberant attitude show optimism.

Here are some Fall 2019 active trends called "Soul Survivor," detailed by Graubaud from the trend service **MintModa**, an online trend forecast service. If you would like to learn more about MintModa, visit mintmoda.com or email studio@mintmoda.com.

The Body-Armor Base

Foundation garments and activewear merge in meant-to-be-seen base layers. Active elements are upgraded with a sleek, futuristic approach. Structured sports bras with matching high-waisted leggings work out at the gym or take to the streets. Cat suits take off as a practical base layer for diaphanous sheers or give an edge when layered under wear-it-to-work ensembles. Reinforced areas and tech details follow the body's contours to create graphic patterns. Belts, buckles and bra seaming bring an active spirit to jackets and woven tops, while logos, "instruction" labels and industrial typefaces add to the utilitarian feel.



The Active Hybrid

A cross between activewear and a fashion piece, these knits bring the cut-and-sew top forward for Fall. Mixing materials and juxtaposing styles are key to getting the hybrid effect. A jersey zip-neck mock turtle gets billowy poet sleeves; a fleece pullover is sporty with toggle drawstrings yet elegant with a wide funnel neck; a built-in scarf details a zip-front blouson. Logos, bold text or stripes add to the active feel, as do fingerless mitten sleeves. Even with all the details, the effect is simple and clean.



The Survivalist Sweater

Bulky sweaters provide all-important coziness in times of uncertainty. The slouchy and slightly deconstructed sweater has a just-picked-off-the-street chic. Extra-long sleeves extend past the fingertips or heavily bunch at the wrist. Patterns include camouflage intarsias, pieced ski-sweater Fair Isles, or splotchy space dyes with intentional runs and holes. Drooped shoulders are a must for a roomy feel. More details come from zips or ties. A new way of taking the slipdress into Fall is to layer it over a gutsy knit, which emphasizes the post-apocalyptic, nomadic look.



The Tech Turtle

High-neck tops are on high alert for Fall. For turtlenecks, newness comes from woven fabrics, sheer tulle overlays or high-shine fabrics. Extended shoulders, neon colors, visible zippers and V-shaped insets are key components. Futuristic surfaces like metallics or oil-slick effects add more dimension, as do fringe-shaped plastic paillettes in bright colors. For a more contemporary take, interpret the turtleneck in silky fabrics accented with bold chevron stripes. These tops can be sleeveless or long-sleeved and look great tucked into sleek pants.

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The Doomsday Dress

Dresses evolve from frilly, feminine signifiers to powerful statement pieces. Silky or structured silhouettes can be styled over a body-con base layer, making these dresses daytime ready and fall-weather appropriate. Digital prints are key—whether giving an edge to splashy florals or proclaiming a passion for nature. The shape can be as simple as a slipdress or as complex as a multilayered frock that melds into a complex yet elegant shape. For any dress style, covered legs are a must. Bright-colored socks or tights add another eye-catching element, and sturdy shoes keep the look all grounded.

The Protective Set

Two-piece sets are popular on city streets this summer, and we see the trend evolving into a protective duo for Fall. A far cry from the tailored power suit of old, these new ensembles are cut from firm wovens, vibrant tweeds or new-age metallics. Velcro closures and pops of neon keep it futuristic, while familiar shapes make it wearable. The layered outerwear that has ruled the runways informs wearable interpretations in multi-paneled jackets matched to asymmetrical skirts. Cargo pockets and snap closures complete the practical approach.



The Utility Jumpsuit

The workwear jumpsuit is an urban-survival basic. Utility pockets get extra emphasis with contrast piping or industrial zippers. Those zippers also work as statement front closures, making these grown-up onesies easy to get in and out of. The fit can be easy or slim, waisted or not. Strappy versions work as club wear, while a clean, minimalist approach takes these jumpsuits from office to cocktails. Even though the coverall's roots are in true workwear, the look here is surprisingly clean and elegant.



The Shelter Topper

Oversized outerwear is a must-have for the well-dressed survivalist, protecting the wearer from harsh elements—or from unwelcome eyes. Sturdy fabrics and XL silhouettes may seem imposing, but the effect is balanced with fun colors and exuberant attitude. Details like reflective strips, Velcro closures, fireman clips or adjustable drawstrings are key to getting this topper right. These coats and jackets work over everything, from classic shirts or dresses to leggings and gym clothes. Hoods or high-funnel collars combine with extra-long sleeves for an outerwear piece that feels like it could be inhabited.



The Running Pant

Wide-legged pants take over this Fall. For a soul-survivor look, these are cut from Windbreaker nylons or high-performance blends. Wide channel-elastic waistbands are both forgiving and trend forward, designed to sit comfortably at the natural waist. Active stripes are still happening, but a side zip detail can make a striped gusset hidden or visible, leaving the choice to the wearer. Other details include shirred side seams or wide industrial straps. The tech pants are worn extra long or tucked into a “Wellie” boot for fast getaways.



Soul Survivor Palette

The “Soul Survivor” look is part faded workwear and part shiny new tech. The palette has a strong neutral foundation including dusty purple gray and olive green along with true blue and fleecy cream. Pops of bright caution yellows and emergency oranges bring out the tech side of the story while accents of neon pink and acid greens add a playful touch.

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FASHION

LA Fashion Week Lands a Permanent Home to Expand Its Events

By Deborah Belgum Executive Editor

When Arthur Chipman decided to organize his first **LA Fashion Week**, he set out to find a venue that would be artistic but also reflect Los Angeles's heritage.

After canvassing the city, he settled on **Union Station**, the 1939 train station in downtown LA whose soaring wooden ceilings and massive art deco-style chandeliers weighing more than 3,000 pounds account for the venue's designation as an historic landmark.

Chipman inked a contract with the train station's managers one year before his first fashion show debuted in October 2015, and they assured him that the new air-conditioning system would be in place way before his event occurred.

One year later, the cooling system still wasn't running and Chipman had to rely on enormous 10-foot-wide fans to keep the temperature cool during that hot October.

Guests in the audience saw their hairdos pushed into gravity-defying directions. "I loved the architecture and the fact that it was a landmark," recalled Chipman, sitting inside the entryway lounge of the **W Hotel** in Hollywood, where he has held a number of kickoff parties for his LA Fashion Week shows. "But there was no air conditioning even though the management had assured us it would be done by December [2014]."

For his next season of runway shows, Chipman set up shop at **Columbia Square** in Hollywood, another historic complex that had been the home of **CBS's** Los Angeles radio and television operations from 1938 until 2007. This time, there was air conditioning.

Since then, LA Fashion Week has bounced around to other historic sites, such as the early 20th-century **Alexandria Hotel** in downtown Los Angeles and the **Hollywood Athletic Club**, built in 1924, where the generators for the runway lights went out during an **Ashton Michael** show and everyone in the audience used their smartphones to illuminate the catwalk.

But Chipman recently announced his organization has found a permanent site to stage its runway shows—the **Petersen Automotive Museum**, which houses a collection of vintage cars that includes a rare 1939 **Porsche 64**, the 1956 **Jaguar XKSS** owned by actor Steve McQueen and a Batmobile used in one of the "Batman" movies.

Having a permanent location saves time and money. It also allows Chipman to organize other fashion and art events that will coordinate with rotating automobile exhibits.

"I have been working with the Beverly Hills Chamber of Commerce on a whole bunch of programs, and the Petersen, which had joined the chamber, loved what we were doing, which were a lot of one-off events outside of LA Fashion Week," Chipman explained. "They wanted to connect with more millennials, and we wanted a permanent location."

Growing fashion capital

Before starting his own fashion week, Chipman had experience working as the business development director at **Vancouver Fashion Week** and working in conjunction with **Toronto Fashion Week**.

However, when he arrived in Los Angeles, he stirred up the fashion pot a bit by trademarking the phrase **LA Fashion Week**, with plans to be the exclusive user of that name for his shows. "According to the city, state and federal entities, we are LA Fashion Week," he said.

LA Fashion Week is just one of several fashion events that came on the scene to fill the void left after **IMG** and **Smashbox Studios** in 2008 stopped producing semiannual runway events that rivaled anything on the New York fashion scene.

Chipman came to Los Angeles because he believes it is a growing fashion mecca that will continue to become more influential as the LA art scene grows more important and the city hosts the 2028 **Summer Olympics**.

"This is the consumer apparel capital of the world. California consumers buy

more fashion than New York, Paris or London combined," he said, referring to a report published last year by the **California Fashion Association** in Los Angeles. "One of the things Los Angeles has established itself as is the leader in streetwear."

He pointed out that the *Business of Fashion*, an online publication, recently listed Los Angeles as the fifth most important fashion capital of the world—behind Paris, London, Milan and New York.

Los Angeles is the birthplace of several famous brands including **Guess? Inc.**, **BCBG-MaxAzria**, **7 For All Mankind**, **True Religion**, **Lucky Brand Jeans**, **J Brand**, **Monique Lhuillier** and **Trina Turk**.

But there are still so many new and struggling brands that need that runway exposure to make a name. "Finding brands to put on the runway is not difficult," Chipman said, noting his team of 25 staffers constantly look for brands generating buzz.

What happens is many of these emerging brands in LA don't have the money to put on a fashion show, whose cost at LA Fashion Week can range from \$5,000 to \$20,000. "We have taken a real initiative to help them find sponsors," Chipman said.

On average, about 50 percent of the designers on the LAFW runway are local and the rest are from outside of Los Angeles or the United States. "Everyone has a different objective for being on the runway. Some of the international brands are looking to LA as more of a public-relations thing or getting their clothes on celebrities or being in magazines. They may be selling in Los Angeles already or have a showroom," said Chipman, who is known for his sartorial flair, which ranges from bowties and tuxedo jackets to crisp white shirts and shiny patent-leather shoes. "For the locals, there are the ones who are more established and have their own clientele and are trying to get in front of more buyers."

Audiences at the shows vary, depending on the brand, which can invite buyers, clients, celebrities, potential customers and press to attend. "We analyze each designer's goal and we try to focus on that," Chipman said. "We had a brand called **YeKim**. They had a lot of athletes and musicians who were clients, and that's who they wanted in the audience."

Every brand is different. "Fashion is not a one-size-fits-all," the fashion show organizer said. "To me, it is a lot of different colors." ●



Arthur Chipman

Style Fashion Week Is Growing Into a Global Fashion Portfolio

By Dorothy Crouch Associate Editor

After launching more than eight years ago at the **Vibiana** event center in downtown Los Angeles, **Style Fashion Week** has become a global brand of luxury fashion shows that includes productions in New York, Palm Springs, Miami and Dubai, with more cities on the way for 2019.

"We're expanding throughout Mexico and Asia," said Veronica Welch-Kerzner, the founder and president of Style Fashion Week. "It's exciting because our original vision was to take the traditional fashion week and create the next generation of it."

When starting out, Welch-Kerzner sought to mold the future of fashion shows by creating an elegant platform that would allow new designers to establish a following. The mission of Style Fashion Week was to afford the tools for successfully promoting these creative businesses. Welch-Kerzner is pleased to see that her brand has evolved into a resource that promotes growth in dif-

ferent regions around the globe.

designers. "Together, they're helping to support each other and build more efficiently and effectively."

This atmosphere of working together begins with the way in which Welch-Kerzner works with her designers to produce shows at extraordinary venues such as the **Pacific Design Center** in Los Angeles and New York's **Intrepid Sea, Air & Space Museum** and **Madison Square Garden**.

"We build our platform and runway in these venues so that these designers have the opportunity to showcase at a high level of production at a fraction of the cost," she said. "We've proven that brands don't need to spend \$2 million to get a show done that is a reputable show."

She recognizes that not every designer—especially those who are starting out—has access to the cost of producing a show that will attract the appropriate buyers, media and industry professionals. Depending on the location and show details, an event produced by Style Fashion Week can cost



Style Fashion Week show in February 2018 at Cipriani in New York City

ferent regions around the globe.

"What we've morphed into is much larger than that, and really Style Fashion Week has become a platform for governments to basically utilize to boost economic development through fashion, culture and the arts," she said.

This dedication to cultivating emerging creative businesses into successful global fashion brands is at the core of Welch-Kerzner's mission. To accomplish this goal, she needed to reimagine the traditional model of the fashion show, which she transformed into an experience at some of the most legendary spaces in the world's fashion cities.

"I had this vision of creating a platform—with no clue of what it would turn into today," Welch-Kerzner said. "The basic premise was to create a platform that would help inspire people and help provide designers, creatives and upcoming, emerging talent an opportunity to become successful."

While imagining a way to afford greater opportunities to up-and-coming creatives is admirable, implementing a plan that would work is completely different. Through creating experiential events that are comparable to festive fashion parties, Welch-Kerzner offers an entertaining destination to attendees.

"It's a runway show, but it's a concert. It's a party," she explained. "Fashion should be fun."

Attending Style Fashion Week is not only an opportunity for guests to discover trends and enjoy an evening out but the events also promote the same atmosphere of camaraderie among designers that Welch-Kerzner is attempting to cultivate within the fashion industry as a whole. Noting that each designer has his or her own connections to certain media outlets, stylists, models or other resources, Welch-Kerzner said participating in her shows creates a larger, collaborative fashion family.

"They share resources," she said of her



Veronica Welch-Kerzner

\$5,000 to \$40,000 with Los Angeles shows ranging from \$5,000 to \$30,000.

While the Southern California native supports her hometown designers, Welch-Kerzner's mission is to develop brands throughout the world. With her expansion into Asia and Mexico, she explains how she cultivates interest to elevate her clients from local designers to international brands through an

"exchange program" model.

"We like to tie in our Palm Springs designers in our New York show to support the Palm Springs community," she explained. "As we continue expanding through Mexico, we'll have a section that supports Mexican designers [in New York] as an exchange program to help support Mexican brands in the U.S."

For some designers, Welch-Kerzner's production costs are still not affordable, but she feels that they should be afforded opportunities for success. When working with these brands, she will create a deal that is mutually beneficial for all parties.

"We're taking equity in some of the brands that we're working really closely with," she said. "These brands might not be able to spend \$15,000 to \$20,000 on a show, but they can pay a discounted price, and we also take a percentage in the company."

Through changing the fashion-show structure, Welch-Kerzner has built a business that is larger than she originally planned. With a full-service menu that now includes a show platform, public-relations tools, sales and development, Welch-Kerzner says that Style Fashion Week has evolved into "a creative eco-system that successfully builds brands."

"It's been so exciting and we work with so many great people," she explained. "We've truly developed this really incredible team that has helped us all continue growing and pushing." ●

➔ Art Hearts Fashion page 26

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A Label of Love at Erik Rosete's Art Hearts Fashion

By Dorothy Crouch Associate Editor

The concept of organizing **Art Hearts Fashion** began, in some ways, as a fluke for Erik Rosete, who for many years had been a manager at **IMG**, the agency behind numerous fashion-show events around the world.

Actress Amy Poliakoff of the TV show "Gallery Girls" requested his management services to organize an event. "In the process of producing that event, I had been working with a lot of designers, photographers and artists, and I decided that it would be great to create an event that was specifically about the art of fashion," he recalled.

After watching an expensive Los Angeles show that promoted the collection of designer Michael Kuluva, a childhood friend, Rosete realized the exorbitant cost of a \$100,000 fashion show would be impossible for the up-and-coming artistic designers he would like to promote.

"Emerging designers and boutique brands don't have big, crazy budgets to do these shows," Rosete explained. "We're able to create the same type of outcome for them at one-tenth of what it would typically cost to show at

another platform."

Art Hearts Fashion produces an entire show in Los Angeles starting at \$10,000 for an event that presents designers in blocks of three or a single-collection presentation that can cost \$15,000–\$25,000.

The inaugural Art Hearts Fashion show at the Los Angeles nightclub **333 Live** was a suc-



Erik Rosete with models following his March 2018 show at The MacArthur

cess, yet Rosete's work was far from finished for the season as he faced an unexpected challenge that became an extraordinary opportunity.

"The owner of the venue told me that if I didn't have a follow-up event the next month, he would never let me use his venue again," Rosete explained.

With no background in fashion design, Rosete decided to create his own line, called **Mister Triple X**, to maintain the business re-

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lationship. After designing an entire collection, planning his label's debut show and producing the event in only one month, he was pleasantly surprised by the audience's response.

"I decided to create Mister Triple X as my alter ego, but if it failed no one would know it was me. My plan was to not tell anyone it was me until after," he said. "It ended up being a huge turnout and everyone wanted to know who it was."

From that first show at 333 Live, the event evolved quickly, later showing at **LA Live** in downtown Los Angeles and **Mercedes-Benz Fashion Week** at **Lincoln Center** in New York City. Last March, Rosete produced **Art Hearts Fashion** at the historic **The MacArthur** near MacArthur Park in Los Angeles.

Due to that space closing for renovations, Art Hearts Fashion is relocating to **The Majestic Theatre** and **The Reserve** for the Spring/Summer 2019 shows, to be held Oct. 11-14. Despite his disappointment regarding the closure of The MacArthur, Rosete is excited about the growth of his fashion event, which is known for its unique spaces rich in history and ornate, artistic details.

"We're expanding our footprint in Los Angeles," he revealed. "We'll be moving to very cool spaces in downtown LA. They're connected to each other, and it's going to be a very grand event."

Art Hearts Fashion was born in Los Angeles, but the place where it was developed is only now gaining momentum as a fashion city. "The biggest challenge right now is making Los Angeles credible in the fashion com-

munity," he said. "As far as fashion goes, it is the No. 1 source of trendsetting. We have Hollywood here. Everyone in Hollywood dictates what everyone else wants to wear."

Describing Los Angeles as fashion's "hidden gem," Rosete is dedicated to using his platform, which boasts a loyal designer following. "Our secret is that our platform is run by, managed by and was created by a designer with the support of stylists, industry people and executives—and people whose passion was supporting the art of fashion," Rosete said. "We've been able to do a lot with a little."

To attain his goal of raising Los Angeles to the level of fashion capital, Rosete feels that the fashion-show model should be more experi-

ential, giving attendees an opportunity to socialize, admire works of art and explore event spaces. He also partners with digital-media brands to promote designers on a global level.

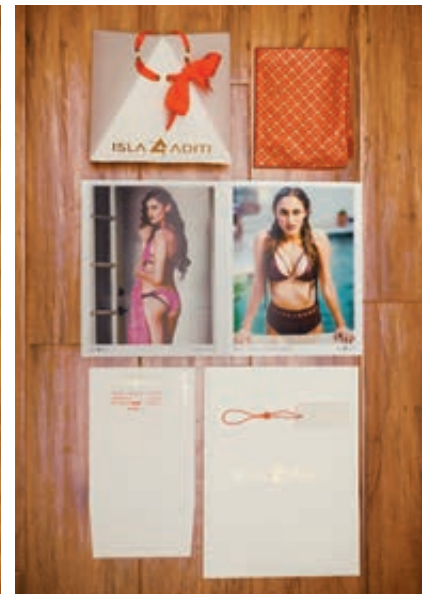
"We livestream our shows and have so many outlets that are replaying our runway shows. We are working with **Amazon Prime**," he said. "This technology is creating millions of impressions for our designers."

By using the same collaborative spirit that launched Art Hearts Fashion, Rosete wants to create an environment where he and his peers support each other to promote the fashion industry in Los Angeles. "As an industry, we have a rare opportunity now to support each other to help legitimize fashion week in Los Angeles," he said. ●



Erik Rosete with his dogs Yoda (left) and Chewbacca

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Products and Services: The Agenda trade show is a forum for the most inspired in the streetwear and action-sports industries to unite. Lines speak for themselves, and buyers are not intimidated by the usual overwhelming trade show experience. From the garage-run lines on the verge of explosion to the well-established elite, Agenda caters to the needs of buyers and brands that exist on a higher level of design and aesthetic. With a strong emphasis in style, art, music, and culture, the Agenda experience is as much a lesson as it is a tool. Make sure to come to Agenda's Las Vegas show (Aug. 13–15), or for more info go to our website.

California Market Center

110 E. Ninth St.
Los Angeles, CA 90079
(213) 630-3600
www.cmcctl.com

Products and Services: California Market Center (CMC) is the hub of LA's fashion and creative communities. Located in the heart of Downtown LA's Fashion District on 9th & Main, the 1.8-million square foot complex is home to premier fashion industry showrooms, creative office spaces, and the city's busiest special event venues. CMC is host to a year-round calendar of Markets and Tradeshow, including: LA Fashion Market, LA Textile Show, LA Majors Market, LA Kids Market, LA Men's Market, Capsule, and more.

Chalet et Céci

2336 S. Garfield Ave.
Commerce, CA 90040

(877) 613-0800

www.chaletetceci.com

contact@chaletetceci.com

Products and Services: Chalet believes in creating stylish, flatteringly fit, and comfortable clothing without sacrificing our high quality and unique style. Our primary goal is to create clothes that are exceptionally comfortable, functional, and versatile while still conveying our elegant and refined designs. We use natural fibers that are soft and pleasing to the skin, offering only the finest blends. Each season, we use variations of these high-quality fabrics combined with trims and details to deliver one-of-a-kind pieces to our customers.

Dallas Market Center

2100 Stemmons Freeway
Dallas, TX 75207
(214) 655-6100 or (214) 744-7444
www.dallasmarketcenter.com

Products and Services: Dallas Apparel & Accessories Markets are held five times each year at the Dallas Market Center. Located in one of the country's fastest-growing regions, Dallas Market Center brings together thousands of manufacturers and key retailers in an elevated trade-show environment. Featuring 500 permanent showrooms and over 1,000 temporary booths, including expanded contemporary lines and resources, Dallas Market Center is where style starts. For the latest news and upcoming market dates, visit Dallas Market Center's website.

Fashion Market Northern California

www.fashionmarketnorcal.com
fashionmarketnorcal@gmail.com

Contact: Mary Taft

Products and Services: FMNC is a successful regional show for apparel, accessories, and footwear buyers. The thoughtfully merchandised floor features the right blend of European, better, contemporary, updated sportswear, and lifestyle brands—more than 2,000 domestic and international collections. FMNC offers one-night free hotel room to first-time buyers. We also provide hotel shuttle, parking reimbursement, daily continental breakfast, a tasty lunch option, afternoon snacks, and our popular Monday night “sip and shop.” Our convenient venue is 20 minutes away from SFO and an easy drive from Wine Country, Marin, the East Bay and the Central Valley. Make this your one-stop shopping destination!

Prosperity Denim/ Ashley Mason

127 E. Ninth St., Ste. 508
Los Angeles, CA 90015
(949) 887-0161
MichelleMulleneaux@AshleyMasonLA.com

Products and Services: We are a California-based company with the contemporary brand Prosperity Denim and the junior denim brand Ashley Mason. The premium-denim Prosperity—where freedom meets design—is always relevant and on trend. From high-waisted to crotch, trendy styles, we keep it clean and relatable. Prosperity can be found on Nordstrom.com. Also come see us at Stitch @ Project Womens Aug. 13–15 at the Mandalay Bay Convention Center in Las Vegas.

SHE + SKY

(Corporate Office)
1418 E. 18th St.
Los Angeles, CA 90021
(323) 262-8001

www.sheandsky.com

Products and Services: She + Sky is a women's wholesale apparel company located in the heart of the Fashion District in downtown Los Angeles. Fashion is a visual representation of your personal individuality, and we design our clothes with that in mind. Our line ranges from classic staples to lively pieces, all while reflecting the latest trends. She + Sky values your satisfaction. Our team is dedicated to establishing a strong and long-lasting relationship with our customers and are happy to assist you with any inquiries you may have.

Showroom Five 21/ Bariano/Lumier by Bariano

127 E. Ninth St., Ste. 600
Los Angeles, CA 90015
(213) 438-0521
Fax: (213) 438-0522
Vishaka@showroomfive21.com

Products and Services: Bariano is a Melbourne-based designer dedicated to being at the forefront of global fashion trends. Escape into a world of glamour, femininity, and elegance. Our first flagship store was unveiled on Melbourne's Chapel Street in 2006, and we have since opened five more stores across Melbourne's fashion precincts. Bariano and Lumier by Bariano, a sister company that features more-casual day-to-night pieces at a lower price point, are now also stocked internationally. The brands have been distributed in the U.S. for over 6 years and can be seen at Bloomingdales, Lulus.com, Modcloth.com, Bostonproper.com, Fashionnova.com, Freepeople, Simmons (in Canada)—over 500 boutiques across the U.S., Canada and Mexico.

Sun State Trade Shows

www.arizonaapparelshow.com
info@arizonaapparelshow.com

Products and Services: Sun State Trade Shows, LLC, is a company that organizes and promotes wholesale booth-inspired trade shows in Mesa/Phoenix. We feature clothing lines for misses, juniors, and contemporary sizes—petite to plus. We also feature accessories, shoes, hats, and gifts from the moderate-to-better price range. The balance of 2018 show dates for the Arizona Apparel, Accessories, Shoes, & Gift Show will be October 14–16, at the Mesa Convention Center, Mesa. For more information, visit our website or email us.

Surf Expo

www.surfexpo.com

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

Wood Underwear

www.woodunderwear.com

#Woodisgood

Products and Services: Wood Underwear® — Underwear, Undershirts and Lounge Wear for Men. A man's underwear drawer is the “final frontier” in his wardrobe. Ignored, avoided, unreachable. Go ahead, look. You'll

find drawers full of the brand, color, style their mother started them with at 15. It might even be from when he WAS 15! No longer. Embrace new options. Date night underwear is NOT gym underwear. Gym underwear is NOT suit underwear. Different styles, colors, brands for different occasions, outfits, functions. Tackle this “frontier”! Update. Upgrade. Men, and whoever has to look at them in it, will be thankful. Their entire wardrobe will feel and look better. Wood wants to get every man into great feeling, great looking underwear. Get Wood.

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300 South Grand Ave.
Los Angeles, CA 90071
Contact: Darrin Beer, Western Regional Manager
(213) 576-4622
<http://cit.com/commercial-services>
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Products and Services: CIT Commercial Services is one of the nation's leading providers of credit protection, accounts receivable management and lending services, operating throughout the United States and internationally. CIT's Los Angeles office serves clients in the Western United States and Asia. Companies of all sizes turn to CIT for protection against bad-debt losses, to reduce days sales outstanding on accounts receivables, and to enhance cash flow and liquidity. CIT's breadth of services, experienced personnel, industry expertise, proprietary customer credit files, and comprehensive online systems are all reasons to give CIT a call.

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Los Angeles, CA 90017
(213) 486-6243
Contact: Nick Susnjar, Vice President—Los Angeles Middle Market
nsusnjar@comerica.com
www.comerica.com/apparel

Products and Services: If you don't think a bank can help you optimize growth, minimize risk and help your apparel or textiles business prosper in today's challenging market, maybe it's time to bank differently. At Comerica Bank, we understand the complex challenges that impact your success. From factor financing and access to working capital, to managing cash flow, international trade, and operating in a deflationary environment with mounting competitive pressures, learn how the depth of our experience can help your business thrive. Our seasoned business advisors are here to help plan, guide and consult apparel and textiles businesses on planning, projecting, growing and protect earnings, every step of the way.

Finance One, Inc.

801 S. Grand Ave., Ste. 1000
Los Angeles, CA 90017
Main: (213) 430-4888
Fax: (213) 283-3896
Contact: Sean Kim, FVP & Team Leader
Direct: (213) 534-2919
Cell: (323) 509-8292
seankim@finone.com

Products and Services: Finance One, Inc. is a commercial finance company specializing in creating unique financial solutions for small to mid-size businesses. We offer full-service factoring and receivable management services at the most competitive rates, all while maintaining premium quality. By offering a wide array of services, our experienced staff assures our clients' assets are secure. We are undaunted by any challenge, and with a 20-year track record of success, there's no doubt as to why our motto is "Win/Win Factoring."

Goodman Factors

3010 LBJ Freeway, Ste. 140
Dallas, TX 75234
Contact: Alexandra Scoggin (323) 350-6908
Bret Schuch (972) 241-3297
Fax: (972) 243-6285
Toll-free (877) 4-GOODMAN
www.goodmanfactors.com

Products and Services: As the oldest privately held factoring company in the Southwest, Goodman Factors provides recourse and nonrecourse invoice factoring for businesses with monthly sales volumes of \$10,000 to \$4 million. Services include invoice and cash posting, credit and collection service, and cash advances on invoices upon shipment. Due to Goodman's relatively small size and centralized-management philosophy, its clients often deal directly with company management/ownership. Its size also enables it to provide flexible arrangements and quick decisions. Goodman Factors now operates as a division of Independent Bank (Memphis, Tenn.), which has routinely been recognized as one of the Southeast's highest-rated independent banks in terms of customer approval ratings and capital soundness.

Hana Financial, Inc.

1000 Wilshire Blvd., 20th Fl.
Los Angeles, CA 90017
(213) 977-7244
Fax: (213) 228-5555
www.hanafinancial.com
Contact: Kevin Yoon
kevin.yoon@hanafinancial.com

Products and Services: Established in 1994, Hana Financial is a specialized nonbank financial institution that offers factoring, asset-based lending, SBA lending, home mortgage banking, investment banking, wealth management, and insurance services. Hana Financial evolved from a local startup serving a niche market of Southern California to a top 10 factor in the U.S. and a member of Factors Chain International, with offices in Los Angeles and New York.

Merchant Financial Group

800 S. Figueroa St., Ste. 730
Los Angeles, CA 90017
(213) 347-0101
Fax: (213) 347-0202
<http://merchantfinancial.com>

Products and Services: Merchant Financial Group, located near the garment center in downtown LA, offers non-recourse factoring, asset-based loans, inventory financing, purchase-order financing, letters of credit, and revolving lines of credit against other tangible assets, such as commercial real estate, trademarks, and royalty income. Our local management team offers quick responses, hands-on personalized service, and flexibility to meet all our clients' needs. Established in 1985, Merchant has become a leader in the industry, satisfying the needs of growing businesses. Merchant services the entire United States, with offices locally in Los Angeles, Fort Lauderdale, and New York.

Republic Business Credit

201 St Charles Avenue, Ste 2210
New Orleans, LA 70170
Toll free: (866) 722-4987
Fax: (866) 925-7206
info@republicbc.com
www.republicbc.com
Contact: Fred Gaylord, SVP Business Development
fgaylord@republicbc.com
Direct: 213-248-3977
Robert Meyers, President
rmeyers@republicbc.com
Direct: 630-788-5100

Products and Services: Republic Business Credit is an independently owned commercial finance company, headquartered in New Orleans, with regional offices in Los Angeles, Chicago, and Houston. Offering factoring and ABL, with seasonal over-advances, we focus on tailoring finance solutions to fit our clients' needs. At Republic, we are proud of our can-do, flexible attitude and our emphasis on responsiveness.

Sterling National Bank

Factoring & Trade Finance Division
500 Seventh Ave., 3rd Floor
New York, NY 10018
(212) 575-4415
Fax: (212) 575-3439
www.snb.com
jlalota@snb.com

Contact: John La Lota, Division President
Products and Services: Sterling National Bank offers clients a full range of depositary and cash-management services plus a broad portfolio of financing solutions—including working capital lines, accounts receivable and inventory financing, factoring, trade financing, payroll funding and processing, equipment leasing and financing, commercial and residential mortgages, and mortgage warehouse lines of credit. Sterling is well-known for its high-touch, hands-on approach to customer service and a special focus on serving the business community.

White Oak Commercial Finance

700 South Flower Street, Ste. 2001
Los Angeles, CA 90017
Contact: Lou Sulpizio
(213) 891-1320
Fax: (213) 891-1324
www.whiteoaksf.com

Products and Services: White Oak Commercial Finance, LLC (WOCF), formerly Capital Business Credit/Capital Factors, is a global financial products and services company providing credit facilities to middle-market companies between \$1 million and \$30 million. WOCF's solutions include asset-based lending, full-service factoring, invoice discounting, supply-chain financing, inventory financing, U.S. import/export financing, trade credit-risk management, account-receivables management, and credit and collections support. WOCF is an affiliate of White Oak Global Advisors, LLC, and its institutional clients. More information can be found at our website.

MADE IN AMERICA

Antex Knitting Mills div. of Matchmaster Dyeing & Finishing Inc.

3750 S. Broadway Place
Los Angeles, CA 90007
(323) 232-2061
Fax: (323) 233-7751
annat@antexknitting.com
Contact: Bill or Anna Tenenblatt
Products and Services: Antex Knitting Mills, a privately owned vertical knitting, dyeing, and printing company in Los Angeles, announces capability of providing full-package garments produced in California or Central America to meet your varied needs. Antex's product line includes Antex Premier Performance, a line of high-performance, technical fabrics with moisture management, anti-microbial, stain resistant, or UV finishes; and Matchmaster Prints by Antex California, offering design and development of custom prints. Please contact sales@antexknitting.com.

ARGYLE Haus of Apparel, Inc.

429 Jessie St.
San Fernando, CA 91340
(818) 979-9955 ext. 1000
argylehaus.com
Products and Services: ARGYLE Haus of Apparel is a leading fashion design house and apparel manufacturer based in Los Angeles. Our total range of services includes fashion design, apparel development, and USA-based clothing manufacturing. In 2017, ARGYLE Haus was the recipient of the California Apparel Manufacturer of the Year award presented by the Los Angeles Business Journal and the California Fashion Association. Our approach to the fashion industry involves providing our clients

with real-world business-strategy consulting combined with our apparel design, development, and production services. Many brands, from startups to national brands, look to ARGYLE Haus for leadership in executing their goals and objectives. ARGYLE Haus has been featured on CBS "MarketWatch" and the Fox News Channel, and in the *Los Angeles Times* and the *California Apparel News*.

Asher Fabric Concepts

950 S. Boyle Ave.
Los Angeles, CA 90023
(323) 268-1218
Fax: (323) 268-2737
sales@asherconcepts.com
www.asherconcepts.com

Products and Services: To address the need for innovative temperature-regulating knit fabrics in the activewear market, Asher is introducing Cool Sport, spun on Asher's new Santoni knitting machines, which create micro gauge knits for pure smoothness and compression. In 1991, Asher Fabric Concepts, based in Los Angeles, transformed the apparel industry by offering cutting-edge, high quality, "Made in U.S.A." knits for the contemporary fashion, athletic, and yoga markets. Since then, the company has become internationally known for its premium quality, knitted constructions with and without spandex, along with its creative print design and application. Asher Fabric Concepts provides fabric development, knitting, dyeing, and finishing in addition to fabric print design and printing capabilities based on each customer's needs. The company differentiates itself from the competition by offering proprietary textiles and by continually updating and innovating every aspect of textile design and production. With an in-house design team, new prints are constantly added to its collection, and color stories are updated seasonally.

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Showing at
MAGIC, Las Vegas Convention Center, Booth #75120

Contact: Vishaka, Showroom Five 21
Vishaka@showroomfive21.com • 213-438-0521
127 E. 9th St., Ste. 600, LA, CA 90015



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www.arizonaapparelshow.com
info@arizonaapparelshow.com

Resource Directory

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Jerian Plastics Inc.

(Global Head Office)
1000 De La Gauchetiere West Ste. 2400
Montreal (Quebec)
Canada H3B 4W5
(514) 448-2234
Fax: (514) 448-5101
info@jerianhangers.com
www.jerianhangers.com

Products and Services: Jerian Plastics Inc. is a global hanger manufacturer and a premium store fixture distributor where you can source all your hanger store fixtures and garment packaging needs through our worldwide network facilities. At Jerian, we always have in mind to provide our clients with cost-effective plastic hangers and top-quality personalized custom-made wooden hangers specially designed to enhance the highest standards of the fashion industry and to fit the latest trends in the store interior-design market.

Paradise Ranch Designs

Emblem Showroom
The New Mart
127 E. Ninth St.
www.paradiseranchdesigns.com
Contact: Eveline at
evelinem@emblemshowroom.com
or (310) 420-0125

Products and Services: Kris Goddard's designs for Paradise Ranch deliver what she promises—fresh shapes with a vibrant, youthful appeal yet offering comfortable coverage on the top and bottom. Paradise Ranch goes bold with prints, an array of exuberant tropicals mainly sourced from Italy and France, with solids produced in the United States. The line's success has enabled Goddard to start buying print designs exclusive to Paradise Ranch. Beyond the bright look, Paradise Ranch is also

developing a loyal customer base for its smart silhouette choices and Goddard's meticulous attention to fit details. "My collection is meant to be multifaceted," Goddard notes. "It's more than just swimwear—it's wearable to many places, it's interchangeable, it makes for easy packing. That's the mainstay of what we're doing that makes us different. It's coverage but still sexy." Paradise Ranch Designs has been recently photographed on some of the brightest young Hollywood talent like Miley Cyrus in Vogue, actress Amanda Cerny, singer Ashanti and entertainer Chloe Lukasiak. Visit us at Stitch @ Project Womens, Las Vegas, Aug. 13–15, Booth #25740.

SUPPLY CHAIN

Apparelsoft

<http://apparelsoft.us>
apparelsoft@yahoo.com
(800) 675-7957

Products and Services: Apparelsoft is a leading research and development firm specialization in technology designed for clothing and apparel manufacturers. Their PLM software is cloud-based and improves productivity and reduces costs in product development. Key benefits include increasing speed to market, enhancing efficiency, improving product adoption rates, and reducing sampling cost. Features line planning, tech pack, digital asset management, material development, sampling, costing, sourcing, testing and compliance, workflow calendars, global collaboration, exceptions dashboard, and custom reporting.

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 hang-tags, 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.

Cinergy Textiles Inc.

1422 Griffith Ave.
Los Angeles, CA 90021
(213) 748-4400
Fax: (213) 748-3400
www.cinergytextiles.com
cinergytextiles@aol.com

Products and Services: For over 25 years, Cinergy Textiles has been specializing in stock and order-based programs consisting of hundreds of solid and novelty knits, wovens, and linings. Our product line provides piece goods for all apparel markets, including children's, juniors, contemporary, activewear, uniforms, and special occasions. Our fabrics are imported from Asia and stocked in Los Angeles. We have a one-roll stock minimum. Orders are generally processed on the same day and ship out within one or two business days, depending on the size of the order and availability of the particular style ordered.

Fabric Selection Inc.

800 E. 14th St.
Los Angeles, CA 90021
(213) 747-6297
Fax: (213) 747-7006
www.fabricselection.com
info@fabricselection.com

Products and Services: Fabric Selection Inc. is a premier wholesale retailer, supplying the best quality fabrics and in-house designs to designers and manufacturers in the Los Angeles area and beyond. Whether you need the common fabrics that you rely on, such as wholesale polyester, spandex, rayon/spandex, novelty, solid, print, knit, woven, or more unique fabrics to inspire your next great fashion creation, we can work with you to get a price that will fit with your bottom line. All of our print designs are copyrighted. Visit us at Sourcing@Magictrade.show, Las Vegas Convention Center, Aug 12–15, Booth #60504.

Hyosung

www.creora.com

Products and Services: HYOSUNG, the largest global spandex producer with the creora® brand, will launch the newest collection of creora® Fit2 fabrics with enhanced performance features for smart denim. Hyosung will also showcase creora® eco-soft, low heat set spandex for sustainability and the latest in denim silhouettes. creora® Fit2 technology was developed to meet consumer demand for second skin fit with 360-degree comfort. The technology capitalizes on superior heat setting performance of creora® eco-soft low heat set spandex for 4-way stretch development with reduced shrinkage and better recovery. Visit Hyosung at Bluezone Munich Fabric Start H7 #A09.

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.

The Button/Accessory Connection

152 West Pico Blvd.
Los Angeles, CA 90015
(213) 747-8442
(877) 747-8442 (Outside California)
www.tbacinc.com

Products and Services: tb/ac inc. has proudly supplied trims and accessories to small to big fashion brands for 30 years. Specialists in custom, BRANDING (logo) trims and accessories: hang tags, tables, heat transfers, elastics, patches, tapes, zipper pulls and more. We offer a wide variety of BASIC, generic trims and notions available in our catalog (tbac.com/catalog) with stock options or made-to-order: buttons, beads, hardware, studs, zippers, and more. Our product range also consists of

unique, NOVELTY fashion trims and accessories, tapes, running yardage, rhinestone/beaded heat transfers, appliqués, and more. To learn more about our product offerings or to source specific trims or accessories, contact us directly at sales@tbacinc.com. Headquarters and showroom in downtown Los Angeles. Global sourcing and distribution. Endless possibilities.

West Coast Label Co. USA Inc.

3137 E. 11th Street
Los Angeles, CA 90023
(323) 269-2500
Fax: (323) 269-2400
sales@westcoastlabel.com
info@westcoastlabel.com
www.westcoastlabel.com
debbie@westcoastlabel.com

Products and Services: Since 2005 we have provided the garment industry with cutting edge designs, superior quality and best-in-class customer service. We offer woven labels, printed labels, hangtags, heat transfers, patches, and much more. Originating in Los Angeles, we have recently expanded our sales offices to the East Coast and hold production both domestically and overseas. Our global presence makes it easier for your contractors and production locations. Our quality, creativity, and ability to deliver quickly have been key factors in our success and what continuously sets us apart from our competitors in the industry. We look forward to engaging you in a mutually beneficial relationship!

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F 213-623-1515

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PRODUCTION ASSISTANT

*Needs to have 2-3 years' experience (min)

*Proficient with MS suite/Excel

*Email etiquette

*Distribution of Encad projects

*Preparation of Hanger /Samples

*Data entry (invoices/PFP's/POD's)

*Log and track all shipments (mills /clients)

*Scan inventory into system (fashion styles/client data/design info)

*Heavy client interaction (distribute /review fashion line /assist with show room preparation)

*Able to work under pressure and deadlines

*Ability to learn company software.

Email resumes to: joses@zeloufinternational.com

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Jobs Available

PRODUCTION COORDINATOR

XCVI is looking for an experienced team player to manage all design-through-production related projects for major branded and private label customers. Responsibilities include communicating and coordinating with client, domestic and international vendors and team members on: costing, TNAs, cutting tickets, sourcing fabric/trim, fabric/sample testing, lab dips, PP samples, TOP samples, fit/fabric/color approvals and all routing/manual related items. Experience with N41 preferred. To apply, please send resume and salary history to jobs@xcvi.com.

PRODUCTION CLERK

Bright, organized and energetic individual for busy Knitting Mill. Attention to detail and good communication skills necessary.

Please email resume to: annat@antexknitting.com

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