# Appendix of the voice of the industry for 73 years

# **CREATIVE COSTUME DESIGN**

The art of TV costume design was the focus of a new exhibition that opened at the Fashion Institute of Design & Merchandising in downtown Los Angeles. Many of the costumes are up for Emmy awards. Above are the costumes from the TV series "Genius: Picasso," the story of Pablo Picasso. For more from the exhibition, see page 6.

TRADE SHOW REPORT

## Wide-Ranging Shows in Las Vegas Keep Retailers Busy

Sustainability and combining e-commerce with bricksand-mortar stores were topics that were front and center at the recent Las Vegas trade shows, which opened on Aug. 11 and closed on Aug. 16.

A number of seminars were held about sustainability, which was the focus of the **Sourcing at MAGIC** show at the **Las Vegas Convention Center**.

Figuring out the right retail formula that blends online sales with store sales was also a hot topic at more than 15 trade shows that covered four different locations.

Traffic for many of the shows was even with last year, but retailers and buyers who attended were more committed to placing orders as the U.S. economy continues to expand.

U.S. tariffs on Chinese clothing were on everyone's mind and even kept a number of Chinese factories away from Sourcing at MAGIC.

Our extensive coverage of the Las Vegas trade shows begins on page 3 and continues on pages 7–9.

#### INSIDE

Where fashion gets down to business<sup>sm</sup>



Activewear category growing ... p. 2 Surfwear making comeback ... p. 4 Surf and Active Resources ... p. 9

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## European Brands Are the Main Focus at FMNC

By Andrew Asch Retail Editor

Even though the **Fashion Market Northern California** show was right after the big shows in Las Vegas, the threeday event in San Mateo, Calif., was a time to focus on European lines.

The Aug. 19–21 show was scheduled just before the September deadlines to place orders with European manufacturers.

"It's a strong market for European lines," said Mary Minser, who owns the **Mary Minser Sales** showroom at **The New Mart** in Los Angeles. "If you have European collections that break now, the buyers are trained to buy it now. It might be sold out by October," she said.

Minser said that many European lines do not produce a strong market for Immediates orders, which have been increasingly popular in the United States for the past few years.

## According to The NPD Group, Athleisure Is Here to Stay—for Now

A recent report by **The NPD Group** shows that 24 percent of total apparel sales are made in the athleisure segment.

According to the global-information company's "Future of Apparel" study, activewear—including yoga pants, sweatpants and hoodies—has evolved into the athleisure trend, resulting in the acceptance of athletic apparel that is appropriate to be worn outside the traditional gym setting.

"I'm often asked if the athleisure trend is going to fade away, and the answer is no," said Marshal Cohen, chief industry adviser—retail at The NPD Group, based in Port Washington, N.Y. "When you have comfort and function combined with fashion, it's difficult to go back to anything else on a regular basis."

This formula, which blends comfort with function, has become more popular as society's outlook toward formal and casual dressing has shifted. Many offices now observe a casual dress code, and, with busy daily schedules, consumers are searching for activewear pieces that can transition easily from strength training and stretch classes to social settings.

"The athleisure movement and its influence on fashion continues to be a primary driver of growth for the apparel industry," Cohen explained.

The NPD Group found that for the

12-month period ending in June, total sweatshirt sales increased by double-digit figures and active bottoms grew 5 percent. The report forecasts growth through 2019 in total dollars for sweat and active bottoms as various activewear categories gain strength. While the athleisure segment continues to grow, Cohen said other areas of the apparel industry—including dress shirts, formal trousers and tailored clothing—are seeing a decline, which he attributes to the continued popularity of activewear.

"Other apparel categories are declining, which tells us that consumers are getting just what they need and want in athleisure wear," he noted.

Another driver in the athleisure category is its accessibility and the large demographic it serves. The mainstream reach of athleisure is due, in part, to its ability to attract consumers of different ages and backgrounds.

With the continued trend toward streetwear, athletic apparel is going to remain an important component in the wardrobes of trendsetters, which have been identified by The NPD Group as "social, fashion and image-conscious."

"There is no doubt that the category will continue to evolve, but it's definitely here to stay for the foreseeable future," Cohen said.—Dorothy Crouch

#### Old Navy Boosts Gap Inc.'s Second-Quarter Earnings Results

Same-store sales for **Gap Inc.**'s second quarter of 2018 increased 2 percent compared with the same period in 2017, said Art Peck, Gap Inc.'s president and chief executive officer.

"We delivered our seventh consecutive quarter of positive comparable sales growth, led by the strength of **Old Navy**," he said.

Gap Inc.'s net sales for the second quarter ending Aug. 4 were \$4.1 billion, which was up 8 percent from the same period last year. Net income for the recent quarter was \$297 million, compared with \$271 million for the same quarter last year.

The San Francisco-headquartered specialty-store giant broke down global secondquarter sales results from its three main divisions. Old Navy's same-store sales jumped 5 percent, **Banana Republic**'s same-store sales were up 2 percent, and Gap's same-store sales declined 5 percent.

During the second quarter, Banana Republic's sales improved markedly, which helped the company's overall sales results, said Teri List-Stoll, Gap Inc.'s chief financial officer. "Our work to increase productivity is funding investments in the business to drive differentiation and continued growth," she noted.

The second-quarter results beat Wall Street's estimates. A **Thomson Reuters** survey of Wall Street analysts forecasted the company would earn \$0.72 per share during the second quarter, but the company earned \$0.76 per share.—*Andrew Asch* 

#### **TRADE SHOW REPORT**

#### FMNC Continued from page 1

At FMNC, Minser exhibited the Europeandesigned line **California Dress Company**.

Along with European business, FMNC provided an alternate market for retailers who did not want to shop at the sprawling Las Vegas trade shows, which ran Aug. 11–16, said Mary Taft, the executive director of FMNC.

Jacqueline Stone, the Northern California sales rep for Canadian fashion line **Sympli**, said despite the small size, there is serious demand for the show. "Following right after Vegas makes it more challenging. However, there is a loyal clientele. Buyers like this show. Many of them don't go to Vegas. I'm pleased with the quality of exhibitors and **ters** showroom said exhibiting at FMNC after working the Las Vegas shows can be exhausting.

After working the busy Las Vegas trade shows, Andresevic packed her six rolling racks into a van and drove 10 hours to San Mateo, setting up shop at the event. It was tiring but rewarding.

"I opened up four new stores," she said. She introduced footwear and accessories brand **Agave Sky** at the show.

This summer, Northern California has been hit by devastating brushfires, which have gobbled up 400,000 acres of land in Mendocino, Lake and Calusa counties.

Vendors and show management had not confirmed yet if the fires had caused a drop in buyer attendance, but a series of fires last



Namsar



Linda French & Company

year in Northern California's wine country and Santa Rosa, Calif., caused buyer attendance to decline during the October 2017 run of FMNC.

At the most recent show, a possible drop in attendance was compensated for by boutiques from other parts of California, Wegmann said.

Retailers attending the show included **5th Street Clothing** from Chico, Calif.; **New Threads** from Corte Madera, Calif.; **Mill Street Clothing Co.** from Grass Valley; **Khakis** from Sacramento, Calif.; **Alaya** in San Francisco; **B. Real** from Carmel, Calif.; **Dazzle** from Portland, Ore.; and **Route 66** from Oklahoma City.

Vendors making a debut at the show included Canadian brand **Dex**, which describes itself as a producer of affordable luxury clothes for women. Italian brand **Tricot Chic** also made its FMNC debut. ●

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Maruca Design



#### Two Old Bags

buyers who go to this show," she said.

However, FMNC's August event is the smallest of the five annual shows at the **San Mateo County Event Center**. Taft said the number of vendors and attendees was basically even with FMNC's August 2017 show—with about 120 vendors exhibiting at the show.

FMNC is a sales representative–run, regional trade show that focuses on independent boutiques from the San Francisco Bay area to the Oregon border. However, boutique owners from the Pacific Northwest and the West come to shop for categories such as women's apparel, footwear and accessories.

Ute Wegmann of **Ute and Jim's Accesso**ries said FMNC's buyers were serious about placing orders. "The show is lovely and casual. The pace is the complete opposite of what we experience at **MAGIC**," Wegmann said.

Lynne Andresevic of the Crayola Sis-

At Unique Vintage-a Burbank, Calif., line

that specializes in re-creating styles from the

1920s through 1970s at wholesale prices that

average \$49-traffic was good as the company

showcased its collection, which included a Bar-

first day, we did more than what we did all three

days last time, so we're feeling pretty good,"

founder and Chief Executive Officer Katie Eche-

"This has been a really good show for us. The

bie collaboration.

verry said.

## WWDMAGIC Creates Experiences for Bricks-and-Mortar to Align With Online

As buyers and exhibitors grow increasingly interested in blending business with new experiences, organizers are expanding the reach of **WWDMAGIC** by offering more ways for buyers to learn and connect.

"This time, instead of just focusing on bloggers and social media, we went more toward a women's entrepreneurial collection and inclusive fashion," WWDMAGIC Vice President Kelly Helfman said of the event, which took place Aug. 13–15 at the Las Vegas Convention Center.

With e-commerce growing, Helfman said buyers still need a physical place to buy goods. "You can do a lot online, but when you're buying for your boutique and you want to deliver the best product to your customers, you need to come to the show, touch and feel and make sure it's quality."

This need to experience the prod-

uct, while selling in a digital marketplace, was the foundation of WWDMAGIC's launch of its new ON:LINE section. Powered by **FashionGo**, this area allowed buyers to experience different brands by looking through approximately 30 pieces from each line at the show but also shopping the remainder of the collections online through the FashionGo business-to-business ecommerce platform—a perfect opportunity for emerging brands.

"General feedback from our customers has been pretty positive. They are really excited that we're here," Marketing Associate Alin Kim said. "This is something that we're going to be doing for the next few shows, twice a year at MAGIC."



Unique Vintage

## More Moves Toward U.S. Resources During Sourcing at MAGIC

At the Aug. 12–15 edition of **Sourc**ing at MAGIC, held at the Las Vegas Convention Center, the aisles that led through international suppliers seemed quiet this year.

Conversely, with its micro-factory, which showcased domestic-production capabilities, the Made in America area drew attention from designers seeking smarter pricing options. It was part of this year's focus of the show: sustainability.

"Originally, I came here thinking that I was going to deal with Chinese manufacturers because it's cheaper, but after doing the math for the shipping, it's almost the same amount," Nneka Bell, owner of the New York-based mobile shop **The Celebrities Boutique**, said after finding a domestic manufacturer.

At the **Ürth Apparel** booth, Alex Soler, founder and creative director of the Anaheim, Calif.–based company, offered product development and respon-

sible manufacturing to designers. While he promotes responsibility and transparency, he feels the next generation of designers and retailers will be more willing to put preservation before profit.

Indie Source

"When you put that price point in front of them, a lot of times people will go back on that desire for sustainability," he said. "Young entrepreneurs and startup brands have been much more genuine about it. They've had such a tremendous interest in what we do."

Kristin Denae, director of sales for Benson, works

at the label's Liberty booth.

Supporting Soler's point of view, Artrell Wilborn, co-owner of the **So Pure** apparel brand, attended the show with company President Christopher Cooke to search for manufacturing partners. After walking the floor once, the men reconsidered their approach to production after the event's screening of and panel discussion covering "Riverblue," a film that reveals the damage caused to global water supplies by traditional

apparel manufacturing.

"Now, we feel like we want to have a hands-on approach with everything," Cooke said before returning to the show floor. "When I go back in there, I will have a better eye for things," Wilborn added. "What I've seen here exceeded my expectations."

Sourcing at MAGIC President Christopher Griffin

was pleased with the show and the ways it is bringing together decision makers to solve problems within the industry.

"We had a micro-factory installation on the show floor. That is another area we are going to continue to push because that is the flip side of sustainability—technology for smaller footprints," Griffin said. "The next 20 years in apparel production will be about making it where it's worn and being very close to the consumer."—D.C.

## Agenda Brings In the New and the Familiar

The Aug. 13–15 run of **Agenda** at the **Sands Expo and Convention Center** was marked by change, but many of the show's familiar elements remained the same.

As in the past, **Champion** ran a sprawling booth where a crew of sewers embroidered goods on gifts for buyers. The **Staple** brand organized a theme booth, which featured a New York–style water tower, just as it has ever since Agenda opened its first Las Vegas show in 2014.

But the recent event was the first time that the show's new chief, Tony Shellman, was in charge, marked by



Patric Liu, left, holds a meeting at the Soulstar booth at Agenda.

the announcement that Agenda and Liberty Fairs were moving to downtown Las Vegas next February.

> By the second day of Agenda, the move didn't seem to be a big issue on the show floor. Many vendors had not heard the news. Others were too caught up in the show's business. "The traffic has been good," said exhibitor Freddie Rojas of **Rojas Clothing**.

> Also at Agenda was **Dumbgood**, a brand showing streetwear silhouettes with graphics of **Nickleodeon**-channel cartoons. Independent brand **Learn to Forget** exhibited T-shirts sporting

graphics inspired by punk rock. The **Sprayground** doubled the size of its booth from one year ago, said James Farrell, the brand's head of retail marketing.

The show marked the first time that **Rich Joe**, a streetwearfocused retailer that opened in the **Glendale Galleria** last month, walked the event.

The shop's co-owner, Rich Marshall, identified a few Agenda trends he saw. "It's interesting to see different color variations. There was pink, orange and royal-blue camou-flage. It's become a big fashion story," Marshall said. "A lot of rhinestones are coming into play. One thing that everyone has picked up is that pastel and neon colors are going to be here for a minute. Track pants have become the new standard for sweats. I see it in everyone's collection. It's an old silhou-ette that has become designer."—*Andrew Asch* 

## Liberty Fairs Absorbs Capsule for Its 11th Las Vegas Show

**Liberty Fairs** saw a number of debuts for brands attending the Aug. 13–15 show at the **Sands Expo and Convention Center**.

Danish denim brand **Jack & Jones** made its U.S. trade show debut at the event with a 600-square-foot booth. It also sponsored Liberty's Indigo lounge, where buyers could detail T-shirts and denim jackets.

Across the trade-show floor, **Crooks & Castles**, a veteran Los Angeles streetwear brand, made a return to the whole-sale business with a booth. It had been selling its merchandise on its direct-to-consumer channel since 2017.

Also, the Japanese contemporary Aloha brand **Mookie Sato** made its first foray to a U.S. trade show, being introduced by the **Black Circle Agency** showroom.

Retailers ranging from department stores **Macy's** and **Nordstrom** to high-end specialty stores such as **Ron Robinson** and **Maxfield** shopped Liberty, according to a Liberty spokesperson. This was the first Liberty Fairs show to take place after the show organizers acquired the **Capsule** trade show in April.

Liberty absorbed a number of Capsule's vendors at the current show. Former Capsule vendors gave mixed reviews to exhibiting at the much larger Liberty trade show.

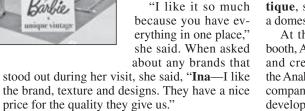
"Capsule was more intimate," said Gil Gomez of the **Black Circle Agency**. "Here, it is harder to find us. There was a bigger sea of brands."

Brandon Svarc, founder and designer of the Canada-based **Naked & Famous** denim label, also relocated from Capsule. Business was good, he said, but his customers had to order from him at the trade show. "We don't have a showroom in the U.S.A.," he said. This fall, the brand is scheduled to open its first American boutique in New York City.

There also was talk about Liberty's scheduled move to downtown Las Vegas next February. Gomez thought that if buyers were already complaining about having to travel to

> different convention centers now during the Las Vegas shows they weren't going to like making a trip to attend a show in downtown Las Vegas.

But Robert Myers, president of **Pretty Great LLC**, which owns brands such as **SLVDR**, hoped that buyers would give downtown Vegas a chance. "It's so much more affordable. There's great food and bars. There's tons of great artwork. They should go there," he said.—*A.A.* 



While shopping

for Immediates and

Fall, Lily May Trevi-

ño, owner of Linda's

Boutique, found many

options for her Laredo,

Texas, business, which

focuses on formalwear

and cocktail dresses.

but she would like to

see more accessories.

ce differ-<br/>ximatelyAt the Line and Dot booth, sales manager<br/>Heather Yoon reported a lot of business for her<br/>but alsosi<br/>he<br/>the<br/>Vernon, Calif.-based company's Spring line<br/>er<br/>as buyers searched for bright colors, rainbows,<br/>to<br/>to<br/>we're showing Spring 2019, so basically

"We're showing Spring 2019, so basically we're here to show our new collection and see what is working and what is not," she said while discussing her line, whose wholesale prices average \$25 to \$40. "Ninety-five percent of people are writing the orders. I didn't see much note taking."—Dorothy Crouch



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## **Good Times Might Be Coming Back for Surfwear Industry**

The surf industry might be catching a big wave for the rest of 2018, said marketresearch company ActionWatch.

The group recently released numbers measuring the business at core surf and skate shops, which might be on track to show their best performance since 2014. That was the year that shops showed year-over-year growth of 1 percent, said Patrik Schmidle, ActionWatch's president.

"If I had to describe the numbers for the ActionWatch panel [of retailers] in one word, I would use the word 'hope,'" Schmidle said.

Business for surf and skate retailers was steady at the beginning of the year. Then it stumbled in April because extreme weather across the Eastern seaboard seemed to have kept shoppers away. By June, business regained a bit of momentum, showing flat growth compared to June 2017, Schmidle said.

The tough times paved the way for a comeback, said Joel Cooper, chief executive officer of Lost International, the parent company of the popular surf brand ...Lost.

"The great thing about the surf industry is that it never goes away. It's cyclical," Cooper said. "We've gone through bad times. It is slowly improving."

Some reasons for a rebound is the fashion cycle is turning back toward surf and more women are interested in the category than before, Cooper said. Bankruptcies of major surfwear companies, including Quiksilver and Billabong, have forced the bigger companies to streamline operations and work more efficiently.

After Quiksilver emerged from bankruptcy, it renamed the company Boardriders Inc. and acquired the troubled Billabong surfwear brand

With bigger companies working to save



The interior of the ...Lost on Maui boutique, which recently opened at the Whalers Village retail center in Hawaii.

Bright spots for surf and skate shops included increasing interest in lifestyle apparel and footwear products. Women's apparel, footwear and wet suits enjoyed good sales with wet suits showing single-digit growth so far in 2018, the market-research company said.

ActionWatch's findings are good news for the surf business, which over the past decade has been pummeled by high-profile bankruptcies, changing tastes in youth fashion and a new retail landscape.



their businesses, there was more room for entrepreneurs to introduce new brands, which paved the way for more variety at surf shops, Cooper said.

'The business is coming back at a core level. Maybe we've turned a corner," he said. Lost might be benefiting from better tides

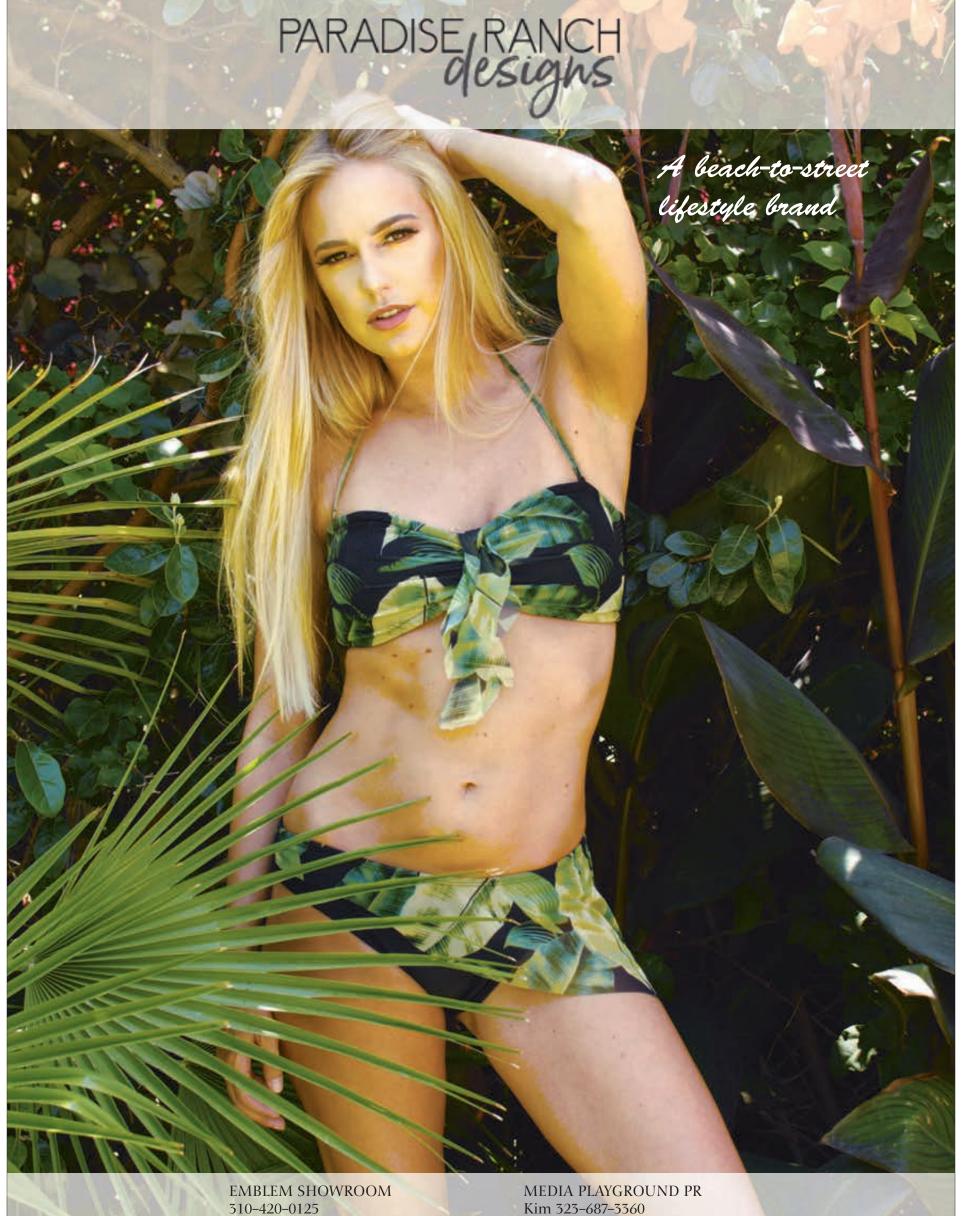
for the surfwear industry. It recently opened its second boutique in Hawaii, giving the company seven full-price boutiques.

-Andrew Asch

	Calendar	
Aug. 24 Denver Apparel & Accessory	<u>Sept. 13</u> Designers and Agents	<u>Sept. 17</u> Texworld Paris
Market Denver Mart Denver Through Aug. 27	Starrett-Lehigh Building and Cedar Lake Through Sept. 15 Sept. 15	Apparel Sourcing Paris Le Bourget Paris Through Sept. 20
Sept. 6 Surf Expo Orange County Convention Center Orlando, Fla. Through Sept. 8 IFJAG	FAME Moda Coterie Stitch @ Coterie Sole Commerce Sourcing @ Coterie	<b>Sept. 19</b> <b>Première Vision</b> Paris Nord Villepinte Paris Through Sept. 21
Stewart Hotel New York Through Sept. 9 Sept. 12	Javits Center Through Sept. 17 Sept. 16 Midwest Apparel Trade Show Embassy Suites	There's more on ApparelNews.net.
Brand Assembly 201 Mulberry New York Through Sept. 14	Deerfield, III. Through Sept. 17	For calendar details and contact information, visit ApparelNews. net/calendar.

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## For the Waterman Lifestyle, **Bluewater at Surf Expo Is** the New Go-to Marketplace

Bluewater at Surf Expo is the premier platform for distinguished inshore and offshore apparel and accessory brands that are celebrated from the saltwater to the sand and surf, as the companies below can attest. These exhibitors chose Bluewater as a perfect fit for their products, showcasing their wares in a dynamic space that offers networking opportunities and targeted exposure to their ideal client base. If the waterman lifestyle is your market, dive in to Bluewater.

#### Calcutta Outdoors

Born in the back of a Florida bait-



and-tackle shop over 25 years ago, Calcutta Outdoors is on "a mission to help you reclaim your free time and declare mutiny on the mundane.' The company prides itself on offering "hardworking products at a fair price," aimed

at a clientele who enjoys the outdoor life. With a distinctive skull logo testifying to its rebellious spirit. Calcutta produces a wide range of outdoor apparel and gear for men, women, and kids, from shirts, boardshorts, headwear, and flip-flops to snorkel, kayak, and fishing gear; utility bags and backpacks; and drinkware. Calcutta has big expectations for its high-performance series of Renegade hard- and soft-sided coolers, as well as for its sunglasses collection, categories it believes will continue to grow.

#### Costa

Costa customers take a "watercentric approach to life-they live by our mantra, 'See What's Out There!'" Known for its sunglasses, Costa also boasts an impressive array of apparel and headwear for men and women, who

"use our products to enhance their adventures." The company goes to great lengths to deliver "authentic content and messaging through our graphics, which provide market



differentiation." At Bluewater, Costa plans to launch its Spring 2019 graphics package, a collection featuring several surf- and beach-inspired graphics in its range of core, blend, and garmentwashed Ts. Costa's performance tops, in inventory throughout the year, have been a strong seller throughout 2018, and the company expects that trend to continue in 2019 with additional styles and graphic infusions.

#### Flood Tide Company

Paul Puckett, founder and owner



of Flood Tide Company, is "a sporting artist,' meaning the company's apparel offers "great artwork and designs that are comfortable and embody what

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we love-being outdoors and enjoying some good clean livin'." The roots of Flood Tide lie in flyfishing, and images of all things aquatic inspire its distinctive and original T-shirt and cap graphics. Fall 2018 continues the always-popular "Good Clean Livin'" series products as well as "Don't Tread On Me" designs. New for Spring 2019 is a pair of shorts that "we're extremely proud of," plus an intriguing teaser: "We won't dive into it too much, but we've got a pretty sweet 'Surf 'n' Turf' shirt with a raccoon on it. You'll have to stop by to see that one!"

#### Heybo Outdoors

Heybo Outdoors is a brand "built by doers for doers-people who grasp the outdoors and all it brings to life." Affordable, inspirational clothing

and gear for the outdoors-obsessed enthusiast is the mission, and the collection is built on quality gear for use in the field and on the water and anywhere



life can be celebrated. All apparel is made to withstand "any and all activities." Heybo's CORE regulating technology yields durable yet lightweight performance apparel, with Performance Driven Technology featuring mesh panels and cross-vent flows for breathability and cool. At Bluewater, Heybo plans to showcase its women's line, including leggings, performance and fishing shirts, fitted crewnecks, triblend hoodies, and headwear. Expected bestsellers: the new Wanderer Quarter Zip and the Homestead Poly Button-Down.

#### Hooked Soul

with

The company's name says it all. Hooked on fishing, the founders have been on many aquatic adventures, they say, "and of the various different brands we have worn, nothing has stood up to the quality of product we have designed here at Hooked Soul." They offer a product that



inspiring product designs." It's the visual difference that sets all their tops apart, along with such high-end materials as Pure Tech for their high-performance shirt line, keeping everyone dry and comfortable on the water and off. Focusing on Fall and Winter lines, Hooked Soul has added a number of long-sleeve options along with "new and exciting" hat designs and the promise of great things for 2019.

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



#### FIDM Unveils the "Art of Television Costume **Design**" Ahead of Emmy's 70th Anniversary



"The Alienist" costumes

"A Series of Unfortunate Events"

costumes

The FIDM Museum, located on the campus of the Fashion Institute of Design & Merchandising in downtown Los Angeles, and the Television Academy unveiled the 12th annual "Art of Television Costume Design" exhibition on Aug. 18.

This year's exhibition stands out from previous collections with the Sept. 17 Emmy Awards ceremony celebrating its 70th anniversary.

"Heading into the 70th anniversary, really kind of taking a step back and seeing where the state of the industry is-where the state of costuming is today-it's just amazing to us," Maury McIntyre, presi-

dent and chief operating officer of the Television Academy, said. The annual FIDM event

drew Emmy Award nominees, costume-design professionals, industry insiders and celebrities to honor the extraordinary work on display through more than 100 costumes from 24 television programs.

"The exhibition pays



"Grown-ish" costumes

tribute to how far costumes and costume design have come in terms of really being able to tell the narrative and story with TV and TV shows," FIDM fashion design program co-chair Nick Verreos said. "We are really at another level with costuming."

The exhibition included Emmy-nominated costumes from nine shows including "The Alienist" (Michael Kaplan), "The Crown" (Jane Petrie), "Genius: Picasso" (Sonu Mishra), "The Marvelous Mrs. Maisel" (Donna Zakowska), "Outlander" (Terry Dresbach), "Game of Thrones" (Michele Clapton), "A Series of Unfortunate

Events" (Cynthia Summers), "Westworld" (Sharen Davis) and "Jesus Christ Superstar Live in Concert" (Paul Tazewell).

Notable designs from popular shows such as "GLOW" (Beth Morgan), "Grown-ish" (Michelle Cole and Mindy Tiongco) and "The Orville" (Joseph Porro) are also on display until the exhibition closes Oct. 6.

-Dorothy Crouch



"Broad City" costumes



From left: Sonu Mishra; Cynthia Summers; Hayma Washington, chairman and chief executive officer of the Television Academy; Barbara Bundy, FIDM museum director; and Sharen Davis



"The Marvelous Mrs. Maisel" costumes



"The Orville" costumes



"Westworld" costumes

## **New and Old Lines Exhibiting at Stitch**

Priscilla De Leon didn't decide to exhibit at **Stitch**, the womenswear show, until three days before the event opened at the Mandalay Bay Convention Center.

But show organizers were able to squeeze her into a modest booth in the back. Despite

her less-than-ideal location, she cinched eight orders her first day and a half for her skintight dresses, which wholesale for \$100 to \$150 under the Priscilla's Designs label.

De Leon started her made-in-Los Angeles line only seven months ago, but specialty stores have been picking up the label, which sells well in places such as Miami Beach, Fla. One retailer from Houston placed a very large order, she said.

Priscilla De Leon The big draw to her booth was a mannequin at-

tired in a slinky dress adorned with sequins that outlined the V-shaped neckline. Next to the mannequin was a stuffed dog wearing a matching outfit that also had sequins around the neckline.

"This has gone so well," De Leon said. "This line is really taking off."

While De Leon was a last-minute exhibitor, Larry Palnick, the owner of the Krazy Larry label of women's pants, has been showing at Stitch since it first opened at the Sands Expo and Convention Center in 2006.

His brightly colored pants, which come in 64 solid colors and

72 different prints, wholesale for \$49, \$59 and \$69. "I only know three numbers," Palnick joked.

Even though the bright pants displayed in his booth made for an eye-catching moment, traffic wasn't brisk. "The show has been okay. There are just too many shows in Las Vegas," he said. "But the retailers I have seen are from all over, from Los Angeles to the Midwest to Dallas.'

This was the fourth time at the show for T.ba, a Spanish line of women's sophisticated linen clothing. "This show is better than last year," said Mariane Schütz, a sales manager with the company. "We are in a better location, and Stitch is in a better location."—Deborah Belgum

## **Project Womens Takes Off With Lots** of Business and Buzz

It was pajama-game time at Project Womens for Ban.Do, a 10-year-old Los Angeles accessories label that has been branching out into lifestyle items, apparel and, now, pajamas.

Ruthann Clawson, the brand's merchandise director, was wearing a long, bright

pink-and-blue-stripe pajama top, which was part of the company's new woven sleepwear being introduced at the trade show.

The bright colors of the booth, dominated by pink, added a girly feel to the space, which contained planners with stickers, desk items and greeting cards. The colorful array of items was attracting a number of buyers. "The show here

has been great for us," Clawson said. "This has been one of our busier shows, and we have been here at least three times.'

Casual-lifestyle apparel company Mododoc, based in Torrance, Calif., has been around for more than 25 years and has exhibited at a number of the Las Vegas shows,

including Stitch and WWDMAGIC. But for the last three years, the company has been at Project Womens, which has turned out well.

Alanna Unkovich, the brand's Western region sales manager, said by Monday she had set up accounts with three new stores

interested in the collection, which is 100 percent cotton and garment dyed. Wholesale prices range from \$20 to \$50. "Tuesday was definitely humming," she noted.

Most of the retailers she was seeing were from the Western region of the United States. Mododoc sees many of its East Coast clients at the Coterie show in New York.

Over at the Hale Bob

booth-filled with vibrant print tunics, tops, kimonos and dresses-Cathy Cooley, the Los Angeles contemporary company's sales manager, said she felt the show wasn't as busy as the February show, but people were still writing orders. "It has been good for us," she said.—D.B.

## **Pooltradeshow Attracts Creative Companies**

Matt Fellows is an artist who takes his sketches and transfers them onto blank T-shirts, which wholesale for \$16. He started his MNKR Brand label in Los Angeles 15 years ago and has been a regular at the Pooltradeshow ever since.

The recent August show was his 22nd event, where he displayed his counterculture T-shirts, which carried messages such as "Touch Nature," showing a hand holding a bunch of pine trees, or "Hit the Road Jack," with a drawing of a Volkswagen van traveling through a Monument Valley-like scene.

"This show is really fun and worthwhile," said the curlyhaired Fellows. "And there is no other art-driven show where we fit in."

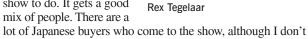
He said he always exhibits in the same location so his customers can find him. He gets buyers from small mom-and-pop stores to larger chains including Urban Outfitters and Righton, a Japanese retail chain.

The artsy vibe of the trade show was the perfect place for Alice Grau, the creative director for Global Mamas, a label that works with African women who make hand-dyed batik garments, recycled glass-bead jewelry, handbags and shea-butter lotion and soap. All the clothing is made from organic cotton, which comes from a GOTS-certified supplier in India.

This was Grau's third time at the show, where she has been gradually reaching out to U.S. customers to build upon the brand's business in Australia and Europe. "Because we are new to this show, it has been a slow build of customers," she said. "But this show has been decent enough."

Rex Tegelaar has been coming to the Pooltradeshow for so long he remembers when it was an upstart, independent event centered around a hotel pool. For years, he has been showing his Cali Good Life by Rex T-shirts, but this time he was introducing his latest creation, the Beverly Hills Surf Club label, which wholesales T-shirts for \$15 and sweatshirt hoodies for \$35 to \$38. "This show is an easy show to do. It gets a good mix of people. There are a

The Project Womens floor



see a lot of Europeans," he said. He said he was seeing mostly boutique owners looking for something new and different.-D.B.

#### **Curve Las Vegas Appeals to Retailers** From Across the Country

Loungewear and swimwear were front and center at Curve Las Vegas, a compact show held Aug. 13-15 at the Mandalay Bay Convention Center.

Around 115 brands were tucked away in the back of the convention center, where a lounge decorated with picnic tables, umbrellas and inflatable rafts gave the event a fresh, seaside feel.

One of the largest exhibitors at the event was Manhattan Beachwear, the swimwear maker in Cypress, Calif., which brought 17 labels-including La Blanca, Green Dragon, Hobie, Maxine of Hollywood and Polo Ralph Lauren—to its large booth, where Cruise '19 was the main seasonal focus.

The company was just coming off of two other trade shows: the recent Swim Collective in Anaheim, Calif., and the July edition of SwimShow in Miami Beach, Fla.

'We like to be available wherever our customers shop," said Katie Dawley, the company's vice president of global sales. "We are seeing a lot of our West Coast accounts at this show and people from the Midwest."

The show is also a testing ground to see what swimwear designs are popular and deciding whether to tweak them for Summer or



not carry them at all.

A few booths away, Francis Sango sat surrounded by bright silk robes for men and women made under the **Paul Stuart** label. The relatively new product is part of the retail/ clothing maker's expansion into other clothing and footwear categories.

The robes are made on the third floor of the company's New York flagship, located on Madison Avenue. Sango attended the Curve New York show in February, which was "very strong," and decided to test the waters in Las Vegas. "We came to make some new friends," said Sango, who said the robes wholesale for \$267 and are made from Italian fabric. "People love the product," she said, adding that they have been a bit concerned about the price point.

Not far away, Jennifer Briscoe, the U.S. boutique sales manager for the Italian-made Cosabella lingerie line, was seeing retailers from Canada, Mexico and across the United States. "Curve is always an amazing show for us," she said. "The show has been pretty steady, and we have gotten some good leads."—D.B.

#### The Tents Makes a Show for Designer and Contemporary Menswear

The Tents, the Aug. 13–15 boutique event devoted to designer and contemporary menswear brands, gave vendors at the Mandalay Bay Convention Center a chance to catch

up on deals they had started at other shows. "We saw a lot of people that we saw in New York," said Diego Dominguez of the Baldwin brand. "We also saw some new

The Baldwin label recently moved to Los Angeles from its longtime headquarters in

Kansas City, Mo. It also changed its focus from premium denim to more ready-to-wear.

Other vendors at the show felt the pace of business was good. Mark Tourgeman, brand director for the S.M.N. denim label, said the first day was really good. "The second day was okay, and the third day was dead, like every show."

He felt the quality of the stores attending the show made the event worthwhile for S.M.N., which exhibited Spring '19 and Immediates.

About 70 percent of the buyers at the

booth ordered Fall merchandise. "We're getting orders so late in the game. I've got to produce a lot earlier. You have to react a lot quicker," he said, noting that for the past few

years many specialty retailers have placed their orders late.

New brands exhibiting at The Tents included Eleventy, **Monfrere**, Holston + Hayes and Armor Lux, which exhibited the line's expanded cottonlinen program, said Charles Arnett, the

brand's U.S. sales manager.

Also exhibiting were prominent brands Bellroy, Billy Reid, Theory and Scotch & Soda.

Danny Marsh, owner of Sy Devore, based in Los Angeles' Studio City neighborhood, shopped The Tents and said the show's fashion trends showed change. "The trends are definitely casual lifestyle," he said. "They are definitely a little more relaxed, not as skinny and as buttoned up as they have been. Fabrics seemed to have softened up a bit. Color is making a bigger play."— Andrew Asch



accounts." Life After Denim booth

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## **The Collective Has Steady Business**

Sequined tuxedo jackets, rock 'n' roll T-shirts, leather belts and basics. **The Collective** gave space to a myriad of different men's styles when it ran Aug. 13–15 at the **Mandalay Bay Convention Center**.

Described as a market for "classic collections to lifestyle-driven and licensed apparel," the show was divided into three neighborhoods. They comprised

licensed apparel, including Tshirts, hoodies and socks bearing the name of a rock band or a popular movie, as well as traditional menswear, including suiting and slacks. There also was trend-driven young men's apparel, which encompassed accessories and footwear.

Robert Arce, chief executive officer of **Atom Age Industries Inc.**, based in Bellflower, Calif., has exhibited at The Collective since 2015. His company focuses on licensed apparel with unique packaging. He said his show's neighborhood was defined by business with indepen-

dent bricks-and-mortar stores, helping his bottom line. "Profit margins are higher," he said. "Bigger stores tend to grind you down in price."

Both Arce and Brandon Reder of privatelabel manufacturer **PNW** said the show seemed smaller this season. Some big, licensed-apparel exhibitors such as **Mighty Fine** did not have a booth this season.

However, Reder said business at the show was good. "It compressed a bit. We were still able to write business. We were able to pick up a couple of new accounts and write regular customers," he said.

This was the second time that basics company **Cotton Heritage**, based in Commerce, Calif., participated in the show. The company exhibited women's cotton/Modal tops as well as a new fleece program made with a three-end yarn that gives fleece more



The booth for the Switch and Mystiq brands at The Collective

stretch, a softer feel and better printing capabilities. It also showed a new men's blank, which is a light burnout that has a soft hand and vintage look.

Ken White, the company's vice president of sales, said the show was good. Cotton Heritage was seeking retailers with whom they could build private-label business. "Attendance seemed to be down a bit," he said. "It was quality above quantity. We had very good meetings with very good accounts, which made it worthwhile."—Andrew Asch

## **Project: Big Show and New Sections**

**Project** introduced new sections to the sprawling Aug. 13–15 show devoted to men's styles at the **Mandalay Bay Convention Center**.

One neighborhood was called Project Golf. It was dedicated to athletic and lifestyle wear inspired by a game defined by sports heroes such as Tiger Woods and Arnold Palmer.

Among the 11 brands exhibiting in this section were Huntington Beach, Calif.– headquartered **Travis Mathew** as well as

Project's N:OW section was introduced at the recent show.

Original Penguin Golf and Lacoste, which

originally made its name as a tennis brand.

New York-headquartered Psycho Bunny,

which offers an irreverent brand identity, ex-

hibited an expanded collection of golf shirts.

focused on streetwear and emerging brands.

It is where San Clemente, Calif.-headquar-

tered label Stance introduced its first line

of T-shirts. Among the 16 other exhibitors

were Alpha Industries, which focuses on

Another new section was N:OW, which

flight jackets; lifestyle label **Publish Brand**; and African-American skate brand **The Rad Black Kids**. Danish-label **Knowledge Cotton Appar**-

el made its debut at the show. Mads Mørup, the brand's founder, said that the show's business was good. "The quality of the people who came along was high," he said. But he had hoped for more buyer traffic.

Jay Ko showed his New York–headquartered brands Jomo Harujuku, James Tatter-

sall and Kings Cross. A significant part of his business is producing privatelabel clothing for retailers, which has been increasing in the past few years and on which he focused at Project. "Before, they would want your brand. Now they want private label," Ko said.

Project offered showfloor real estate for a myriad of categories, ranging from men's suiting, scores of denim brands such as **Levi's** and **Paige**, hats, underwear, contemporary styles, and almost anything else that can be placed in a ward-

robe.

#### Danny Marsh, owner of the **Sy Devore** boutique in Los Angeles' Studio City neighborhood, said that the show's sprawl could be overwhelming. "Sprawling is okay. It was a big space," Marsh said. "But it completely lacked focus. You're trying to appeal to so many different styles of stores and customers. Everyone has their own need. You can't have a show that size and scope and make everyone happy."—A.A.

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## **Bargain-Basement Prices Bring Orders to Offprice**

Discounters, retailers and boutiques were looking for below-wholesale steals during Offprice, which ran Aug. 11–14 at the Sands Expo and Convention Center.

At the D&L Apparel Ltd. booth, the Chicago-based company's vice president, Brandon Cooperman, reported a lot of business at his booth, constructed with wood displays that offered a welcoming, general-store atmosphere. "In this show, I've probably had the most appointments that I've ever had," he said.

Following a positive trend that began a few seasons ago, he reported that his various labels of men's, women's and children's apparel and accessories were popular, but Levi's jeans and Tommy Bahama were receiving the most attention.

"Pretty much, if they see something they like, they're writing it," Cooperman said. "Previous shows, they would take notes, may or may not come back. The last couple of shows—if they see it, they like it, they write it."

Not only were there opportunities to sell overstock from Los Angeles-based Fantazia, but the owner of the misses apparel manufacturer was also promoting his Western-influenced line to buyers from Colorado, San Diego, Texas, Oklahoma and North Carolina. "Over two days, I have 10 new customers,"

said Dany Separzadeh. While he was excited to sell the Western-influenced line, he didn't lose sight of his mission at the bargain-oriented show.

"From jackets, blous-

es to coats, I come to sell leftovers," he said. "I give them better prices. They take it from here."

At the Get Lucky booth, buyers from Ross Dress for Less, Winners and smaller boutiques sought deals on women's evening and resort pieces.

"We're getting a lot of mid-range boutiques, a couple of the big guys come through," sales representative Michael Rudes said. "Everybody wants great deals, great quality and immediate deliveries. People are looking for specifics. They have a shopping list."

Despite the deals found at Offprice, the show was high on the list for some buyers who just wanted to gauge the climate for

> land for his third year, Greg Branch, who owns Talley Ho DRB Sportswear, explained that this show was his first stop to search for small quantities, such as hats and jackets.

"If it does good, I can just call the company and get more," he said. "That way, I don't buy something that doesn't do well and I am stuck with it. It's more bang for the buck because I also have an embroidery company."

-Dorothy Crouch

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#### **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.

#### Surt 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.

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## **WWIN Does Well for Boutique Business**

Reporting more than 500 first-time attendees, the Aug. 13–16 Womenswear in Nevada (WWIN) show at the Rio All-Suite Hotel & **Casino** connected retailers with exhibitors from misses and contemporary brands.

Long-showing brands at the twice-a-year event experienced busy days on the show floor.

"I am very satisfied at every show," said IC Collection owner Connie Kye, who manufactures her clothing in Los Angeles and counts department stores such as **Dillard's** and **Von** Maur among her clients. In addition to her loyal clientele, who were placing Spring '19 orders, Kye said she opened some new retail accounts. "I have new customers because I put the display outside [in the corridor]. It helps a lot.'

Shopping for her women's apparel boutique The Town Shoppe, Regina Roegner from Lexington, Mich., placed orders for Immediates, Fall, Winter and Spring, which will allow her to have peace of mind and be prepared in early 2019.

"Usually, I don't come here in August, but this year I did. I wanted to check it out because I come every year in February. They

have unique things and pricing is reasonable," she said. "I am very satisfied. When I see it and if I feel it's going to work for me, I'll get it."

Desiree Hanson, vice president of fashion events for Clarion UX, reported a busy show

IC Collection booth

with attendance about even with one year ago. Exhibitors were sitting with buyers and writing orders well past the show's close.

New to the event was the Fashion Show & Social, and organizers introduced their Buyer Concierge Club program to connect

exhibitors and buyers. For her market, Hanson recognizes the power of e-commerce but knows that the consumers who shop with her exhibitors enjoy frequenting bricks-and-mortar locations.

"The WWIN audience, the boutique buyer, boutiques are hot right now. People like to shop and browse-discover new things," she said. "Shopping local is in now, more in than it has been in the past."

Los Angeles-based M Showroom's Jennifer Backoff was taking orders for Fall, Holiday and Spring from buyers who traveled to the show from the Midwest and West Coast to see brands such as Olive Hill, Paparazzi, Luii, Fredd & Basha and Zaria. With wholesale price points ranging from \$24 to \$130, Backoff had pricing, style and color options to suit different consumers.-D.C.



Display at the D&L Apparel Ltd. booth

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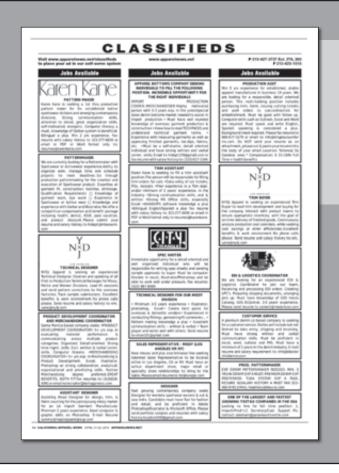
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