

CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR 73 YEARS

\$2.99 VOLUME 74, NUMBER 41 OCTOBER 5-11, 2018



Vendors at L.A. Majors Market Claim Good Biz Despite Lighter Traffic

By Andrew Asch *Retail Editor*

Retailers placed orders and brands introduced new denim lines at the semiannual **L.A. Majors Market** in an ambience where vendors thought that buyer traffic was slower than in previous years.

The show, which focused on merchandise for big department stores and mass merchandisers, took place Oct. 1-3, primarily at the **California Market Center**.

Retailers seen at the show included the **Dillard's** department store, juniorswear-focused **Rue 21** and **Charlotte Russe** as well as value-focused stores including **Bealls**, **Ross Stores Inc.** and **Burlington**.

➔ **L.A. Majors** page 15

L.A. Textile Show Reflects Apparel Industry Changes and CMC Transition

By Dorothy Crouch *Associate Editor*

During this week's **L.A. Textile** show, attendees experienced the fruits of a new initiative to refresh the biannual event, which took place Oct. 3-5 at the **California Market Center** in downtown Los Angeles.

With property management firm **Brookfield Properties** implementing updates and new construction projects at the 1.8 million-square-foot complex, the show is being produced with a new approach.

Describing the initiative to make textiles more exciting through artistic expression, Brookfield Properties's Emilie

➔ **L.A. Textile** page 14

INSIDE

Where fashion gets down to businessSM

Stitch Fix to UK ... p. 2

NAFTA update ... p. 2

Barbara Fields forecast ... p. 7

MintModa trends ... p. 8

Fashion District Resources ... p. 16

www.apparelnews.net

SPRING/SUMMER TRENDS

Trend forecasting and buying consultants have been busy getting the word out about the latest for Spring/Summer 2019. Directives West held a runway show highlighting what will be selling in stores next spring. For more looks, see page 12.

Cloth + Trim—Denim Jacket
Noisy May—Metallic Bra
19 Cooper—Animal-Print Pant

ANTHONY MITCHELL OF ANTHONY MITCHELL STUDIO

COOPER
DESIGN
SPACE

Stitch Fix Headed for Great Britain Next Year

Stitch Fix Inc., an on-demand, personal-styling service based in San Francisco that offers online apparel subscriptions and personal-shopping services, is branching out to Great Britain next year.

The company's co-founder, Katrina Lake, made the announcement during an Oct. 1 earnings call for the fourth quarter of fiscal 2018 and the full year.

Lake, the company's chief executive, said there were several reasons that Stitch Fix chose Great Britain as its first international site to send monthly boxes of clothing to subscribers. "The U.K. is already an e-commerce, apparel-heavy economy. These customers spend more online than in the United States. That is an element we liked," she said. "It is less discount-oriented than the

United States, and that is always a healthy attribute. Also, the idea of having a personal-shopping alternative is really a different model in the U.K. and one the consumers there are excited about."

Stitch Fix was founded in 2011 in Lake's apartment in Cambridge, Mass., while she was studying at the **Harvard Business School**. The company began by catering only to women, but it has subsequently expanded to men's clothing, plus sizes, maternity wear and kids'.

Last year, the company went public, selling its stock on the **Nasdaq**.

For the fourth quarter of fiscal 2018, ending July 28, the company had 2.7 million active clients, a 25 percent increase over the same period last year.

Net income for the quarter was \$18.3 million on \$318.3 million in net revenues, a 23 percent increase over the previous fourth quarter's revenues.

For the full year, net revenue increased 26 percent to \$1.2 billion and net income totaled \$44.9 million compared to a \$594,000 net loss in fiscal 2017.

Paul Yee, the chief financial officer, said the company continues to increase its menswear business, which was launched two years ago. This growth has been helped by the company expanding from two warehouses to three warehouses, where automation is a major investment.

Childrenswear was added toward the end of fiscal 2018 with growth primarily in the older girls' category. The company is work-

ing to satisfy customer demand in a timely manner. "Normal wait times are coming back," said Mike Smith, the company's chief operating officer.

Since 2017, the company has expanded its merchandise to include both lower-priced merchandise, which sells for \$20 to \$50 an item, and premium-brand offerings, which go for \$100 to \$600.

By the end of fiscal 2018, these two categories together nearly doubled as a percentage of total women's unit sales and helped serve both a younger and an older client.

For fiscal 2019, the company is hoping to expand its net revenues by 20 percent to 25 percent over fiscal 2018, which will not include the U.K. expansion.

—Deborah Belgium

NAFTA Turns Into a Three-Way Deal With a New Name

With the last-minute announcement on Sept. 30 that Canada would be joining the free-trade agreement with the United States and Mexico, there will be a new North American Free Trade Agreement covering about \$12.5 trillion in trade.

But it will no longer be referred to as NAFTA. Its new name is the United States-Mexico-Canada Agreement, or USMCA.

While the name is changed, many of the provisions governing textiles and apparel will remain the same. "For our sector, there were not the huge changes in the agreement that people had feared," said Julie Hughes, the president of the **U.S. Fashion Industry Association**, a Washington, D.C., trade group representing apparel importers and retailers.

Slight tweaks to the new accord mean that

sewing thread, pocket linings, elastic bands and coated fabrics made in the three countries must now come from the region. Visible linings are exempt from this requirement.

The trade-preference level for apparel sent from the United States to Canada has more than doubled. In the past, U.S. manufacturers could send up to 9 million square-meter equivalents a year in clothing made from non-regional fabrics to our northern neighborhood. That has been upped to 20 million SMEs.

"This will be big for Southern California manufacturers," said Steve Lamar, the executive vice president of the **American Apparel & Footwear Association**, who has been following the free-trade negotiations. "That is something we and many others have been asking for."

The TPLs on apparel made from wool sent from the United States to Canada have been reduced.

E-tailers are getting a bit of a boost. Mexico and Canada will increase their de minimis shipment value levels, which is the minimum value of an imported shipment that is subject to duties and customs documentation. Mexico is doubling its de minimis from \$50 to \$100, and Canada is upping its de minimis from 20

Canadian dollars to 150 Canadian dollars.

"One of the objectives in renegotiating the trade agreement was to get Canada and Mexico to increase their threshold on de minimis," Hughes said, noting that the United States allows up to \$800 shipped by e-tailers to come into the U.S. duty-free. "This is a nice thing, especially for smaller companies with customers in Mexico and Canada," Hughes said. "It makes it easier to do business."—D.B.

The National Retail Federation Sees a Strong Holiday Season

U.S. sales for the holiday 2018 season are expected to be better than last year.

According to the **National Retail Federation**, there should be a 4.3 percent to 4.8 percent rise over last year's strong holiday season.

Excluding autos, gas and restaurants, U.S. retailers stand to rack up a total of \$717.45 billion to \$720.89 billion in sales, according to an NRF forecast released Oct. 3. That is a lot stronger than last year's \$687.90 billion in holiday sales, which were up 5.3 percent over the previous year and had the highest year-over-year increase since 2010, when a 5.2 percent rise was recorded, said Matthew Shay, NRF president and chief executive officer.

"Thanks to a healthy economy and strong consumer confidence, we believe that this holiday season will continue to reflect the growth we've seen over the past year," he said.

Jack Kleinhenz, NRF's chief economist, said almost every economic element is in place to make consumers comfortable spending a lot of money.

"With this year's forecast, we continue to see strong momentum from consumers as they do the heavy lifting in supporting our economy. The combination of increased job creation, im-

proved wages, tamed inflation and an increase in net worth all provide the capacity and the confidence to spend," Kleinhenz said.

In past years, NRF's annual forecast was released during a conference call with reporters and Wall Street analysts. On Oct. 3, the forecast was released in a live video stream webcast by **YouTube**.

Kleinhenz was asked how consumers will finance shopping lists during the upcoming season with healthcare and gas prices inching up. Kleinhenz conceded that the 2018 holiday season won't be a cakewalk.

"Retailers will not only be competing with other retailers. They'll be competing with budgets that will be stretched. Healthcare costs, rents and energy are all going up at a considerable pace," he said.

He also noted that many shoppers increasingly spend dollars on fine restaurants and trips over gifts, and retailers will have to compete for those shoppers' attention.

The NRF predicted that retailers will be hiring between 585,000 and 650,000 seasonal workers. In 2017, 582,500 seasonal workers were brought on board for the holidays.

—Andrew Asch

Bebe Stores Changes a Few Board Members

Bebe Stores announced it made several changes to its board of directors.

Darrin Klotz, who co-founded the **Lido Equities Group**, is being named to the board to replace Robert Galvin. Klotz specializes in the acquisition, development and management of commercial investment properties and is a licensed California real-estate broker.

Nick Capuano, the chief investment officer for **B. Riley Financial**, has been named chairman of the board.

Members remaining on the board include Bebe Stores founder Manny Mashouf, Colorado Federico and Kenny Young.

Last year, the publicly traded company, which was based in Northern California but had a major design studio in Los Angeles, shut down all 168 of its retail stores, laid off 700 employees and now is making money from licensing its brand name.

The strategy was part of the remake of Bebe, a once fashion-centric retail chain started in San Francisco in 1976 by Mashouf, an Iranian-American businessman.

Earlier this year, Bebe Stores sold its main Los Angeles office building for \$28.5 million.

The shuttering of stores and closing the company's design studio and offices helped the retail chain avoid bankruptcy after selling half the brand for \$35 million to **Bluestar Alliance**, a New York brand-management company that has snapped up labels such as **English Laundry**, **Nanette Lepore** and **Catherine Malandrino**.

Last year, Bluestar Alliance came out with a new Bebe collection of sexy dresses with new sizes and new categories.

Then in March, Bebe pulled the wraps off its first lifestyle store in New York City, located near the Empire State Building at 1 W. 34th St.—D.B.





Fashion Favors The Bold.

#EmpowerFashion



KNITTING



DESIGN



R&D



DYEING



PRINTING



FINISHING

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



MADE IN THE USA

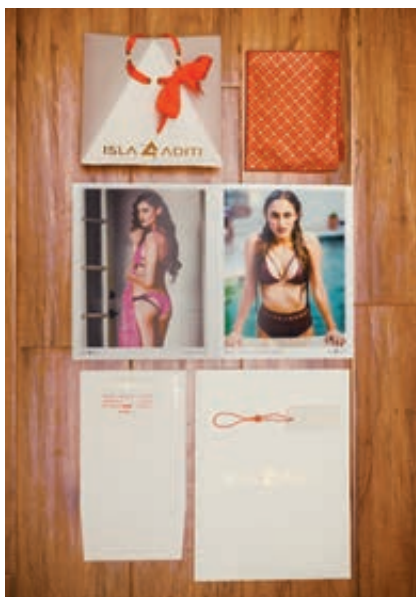
texollini.com

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

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

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

AS YOUR BRAND EVOLVES



MAKE YOUR **BRANDING SOLUTIONS**
PROGRESSIVE



**PROGRESSIVE
LABELINC**

WWW.PROGRESSIVELABEL.COM

(323) 415-9770

LOS ANGELES • MEXICO • HONG KONG

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

EVENTS

California Fashion Students Honored at Annual Awards Luncheon

By Dorothy Crouch Associate Editor

Marking its 15th year honoring California-based student designers, the **California Fashion Foundation**—the **California Fashion Association's** philanthropic organization—recently hosted its annual scholarship-awards luncheon.

Los Angeles' apparel-industry leaders gathered in the Fashion Theater at the **California Market Center** to honor students who presented innovative creations that gave a glimpse into the future of fashion and others who revealed fresh takes on traditional apparel making.

Led by CFA President Ilse Metcheck, the Sept. 27 event began with lunch provided by Brian Weitman of **STC-QST Textiles** and **New Moon Restaurant** as industry insiders Tammy Chatkin, executive vice president of the recruitment firm **24 Seven**; Annabelle Lee, owner of **Seamless Land/See You Monday**; and **IndieSource** co-founder Zack Hurley provided words of guidance to the students.

During the luncheon, the CFF gave out its Fashion Star Awards in five categories: design, brand development, presentation, technology and fashion with ethics.

Design honors were presented to:

- Nhi Bui of **California State University, Long Beach** by **Karen Kane**.
- SooMin Chun of **Otis College of Art and Design** by **Naked Cashmere**.
- Julian Fakeye of **California State University, Los Angeles** by **Stony Apparel**.
- Rachel Galvez of the **Fashion Institute of Design & Merchandising** by **Design Knit**.
- Jacqueline Peng of **Mt. San Antonio College** by **Velvet Heart**.
- Yvan Tran of **Woodbury University** by

Swat Fame.

- Olga Vakhteeva of **Pasadena City College** by **KWDZ Manufacturing**.

Brand Development Awards were given to:

- Hanan Argaw of the **Academy of Art University, San Francisco** by the **Cooper Design Space**.
- Michael Borscheid of **Los Angeles Trade-Tech College** by **UBM/MAGIC**.
- Lizbeth Cacho of the **Art Institute of California, San Diego** by **Fineman West & Co.**

- Yun Huang of **California Polytechnic, Pomona** by **CIT Commercial Services**.
- Eunju Kim of **California State University, Northridge** by **Moss Adams**.
- Pamela Kossek of **Long Beach City College** by **Cohn Handler Sturm**.

- Pei Han Lee of **Santa Monica College** by **STC-QST Textiles**.
- Reginald Snowden of the **Art Institute of California, Hollywood** by the **California Market Center**.

- **ArtCenter College of Design** student Robert Jesus Valle Jr. received the Best Presentation Award from the **California Apparel News**.

- In addition to those honors, which included \$1,000 awards, two students received Fashion with Ethics Awards. Eunju Kim was honored for her work by the **Ben & Joyce Eisenberg Foundation** while Reginald Snowden received his award from the **Rags for Riches Foundation**.

- Technology Awards were presented to Michael Borscheid and Yvan Tran, who were honored by **AIMS 360**, and Yun Huang, who was recognized by **Tukatech**. In addition to their cash awards, the students were presented with software from each awarding company to ease the young designers' entrance into the fashion industry.

- The prestigious Betty L. Baumgardner Award for Best Use of Textiles was awarded to SooMin Chun. ●



Eunju Kim of California State University, Northridge



Fashion Institute of Design & Merchandising Fashion Design Program co-chair Nick Verreos and California Fashion Association President Ilse Metcheck

VOLKER CORELL

Calendar

Oct. 6

LA Fashion Week

Petersen Automotive Museum
Los Angeles
Through Oct. 10

Oct. 8

Los Angeles Fashion Market

California Market Center
The New Mart
Cooper Design Space
Gerry Building
Lady Liberty Building
Academy Awards Building
Primrose Design Building
824 Building
Los Angeles
Through Oct. 10

Designers and Agents

The New Mart
Los Angeles
Through Oct. 10

Brand Assembly

Cooper Design Space
Los Angeles
Through Oct. 10

Label Array

LA Kids Market
California Market Center
Los Angeles
Through Oct. 10

Oct. 9

Lunch & Learn: Life Before and After PLM sponsored by **CentricSoftware**
Ignited Spaces, Fashion District

Los Angeles

LA Men's Market
California Market Center
Los Angeles
Through Oct. 10

Oct. 11

Art Hearts Fashion

650 S. Spring St.
Los Angeles
Through Oct. 14

There's more
on ApparelNews.net.

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

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

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



FABRIC SELECTION INC.

Leading textile wholesale company with outstanding sales and service expertise for over 25 years



We do Special
Orders,
Drop Ship Locally
and Globally

We offer Solids,
Prints, Basic,
Knits, Wovens,
Novelties, Knits in
Cotton, Rayon and
Polyester, Laces
and Mesh

fabricselection.com

213-747-6297

info@fabricselection.com

Come visit our showroom

800 E. 14th St., Los Angeles, CA 90021

In Just 15 Years, the Vertically Integrated, Full-Package Astrologie Has Dramatically Tapped Into the Needs of the Apparel Industry

“Giving value to our customers is what we strive to do day in and day out. I grew up in the business and always valued the notion that the customer comes first,” says Angelo Ghailian, the owner and founder of Astrologie.

Astrologie, the Los Angeles-based full-package apparel production company, provides its customers with trend-right designs, unsurpassed quality, competitive pricing, dependability, and speed-to-market. For his part, Ghailian, a Los Angeles native with an MBA from USC, brings two generations’ worth of know-how, solid overseas connections, and a dedication to keeping all parts of the process—from design to manufacture—domestic whenever possible.

Astrologie was founded in 2003 by Ghailian, and it has grown from a cut-and-sew manufacturing operation, supplying other manufacturers

who sell to retail stores, to its position today—a vertically integrated, complete-package garment-production company.

“Throughout these 15 years, we got really good at manufacturing, sourcing, and designing clothing,” Ghailian says. “We took on large projects and got savvy with how to develop product. Fabrication became important—new fabrics, designs, artwork. Our operations grew better; our sales started increasing.” As Astrologie has evolved, it has built up a significant number of in-house services it can provide, encompassing everything from design and sample production to artwork development, pattern development, marking and grading, and custom production sourcing strategies.

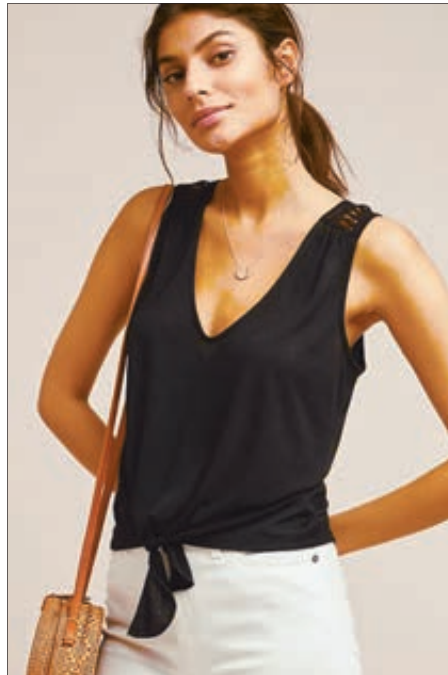
Specializing in private label, Astrologie’s sweet spot is “fashion novelty tops with a California

feel,” Ghailian says, with athleisure and dresses “becoming key growing items for us lately.” Thanks in no small part to the quality of its services—and the efforts of head of sales Stephen Cox, an experienced retail executive who brings a wealth of retail and industry knowledge to the company—Astrologie counts an impressive collection of large-volume bricks-and-mortar, online, and catalog retailers among its clientele, including, to name just a few, Anthropologie, Dillard’s, Lane Bryant, Catherines, Dress Barn, New York and Company, Soft Surroundings, and Stage.

Despite the fact that many, if not most, of these clients have their own in-house design and production teams, they still come to Astrologie to take advantage of its expertise, not least of which is its design eye, under the guidance of design director Janine Blain, a seasoned retail fashion and trend consultant. Not only do many of Astrologie’s designs sell well at a retail level, but they also often outsell the retailers’ own product.

“We really add value,” Ghailian says. “Our retail customers have huge design teams, but we bring an element from the West Coast that complements their internal designs.”

What Astrologie brings to the apparel table is easy to appreciate. “It’s a combination of design and production, absolutely,” Ghailian says. From its 20,000-square-foot office/warehouse/sample room in Commerce, California, Astrologie is able to offer its clients the option of local production, from development to delivery, allowing for quick turnaround to jump on trends. However, with a majority of its business, “if a client is margin-focused and has longer lead times,” Ghailian notes, “we can take it overseas”—to Astrologie’s production facilities in China



www.antropologie.com

and Vietnam, with fabrics coming largely from China and piecework sewn in Chinese or Vietnamese factories.

Astrologie’s partnered Asian connections, in fact, are becoming more important and relevant as the Trump administration continues to ratchet up tariffs on Chinese goods, most recently on fabric, which has the potential to adversely affect many of Astrologie’s clients. Those clients are worried, Ghailian acknowledges. “We’re preparing for pieced-goods tariffs,” he says frankly. So his clients are looking to Astrologie to find alternatives for production in countries outside of China. Through its longstanding overseas connections, “we add a huge benefit because our sourcing is so well established through our partners in Asia,” Ghailian says. “We are very agile and nimble. We’re able to find the factories quite quickly. We want to be there and help our customers out with a reliable supply chain.”

Astrologie has carved out significant niches for its services, especially the so-called “chase” business, the segment of a retailer’s production budget left open to “chase” trends

not originally included in its development calendar. “We’re a big player in the chase market,” Ghailian says. “They rely on us. With both our local and overseas production, we can quickly get them the trends they want to fill in to their stores.”

Astrologie’s spot-on intuition of trending styles that sell well often gives its clients a competitive edge. Astrologie had a jump on athleisure as that trend grew to prominence. As Ghailian sees it, “the two big parts of the market” are continued growth in athleisure and development in plus sizes. As it advances its “textured, comfortable fabrications” of knit tops, bottoms, and dresses as well as wovens, Astrologie works closely with local wash houses, investing heavily in interesting and intricate mineral and oil washes and tie-dyes—“the big thing for this summer,” Ghailian predicts.

While Astrologie’s designs become proprietary to the client, the company’s future goal is “more consumer engagement and marketing online,” Ghailian says. Some Astrologie designs under its own brand label have gone into Anthropologie storefronts and done very well, and growing its own brand is part of the plan.

“We’re trying to target the end consumer,” Ghailian explains, “reaching out with social media

through Instagram (@astrologie_ca), Pinterest (AstrologieCA) and Facebook (@astrologieca) to drive traffic both to our retailers and continuing our own line.”

Astrologie does have minimums—800 to 1,200 units per color way is standard—but Ghailian is happy to work with “any small to large retailer that feels they need a design aesthetic, someone who can provide them with the latest fabric and body trends, the newest techniques and artwork, who really knows how to manufacture their goods at a great price point.”

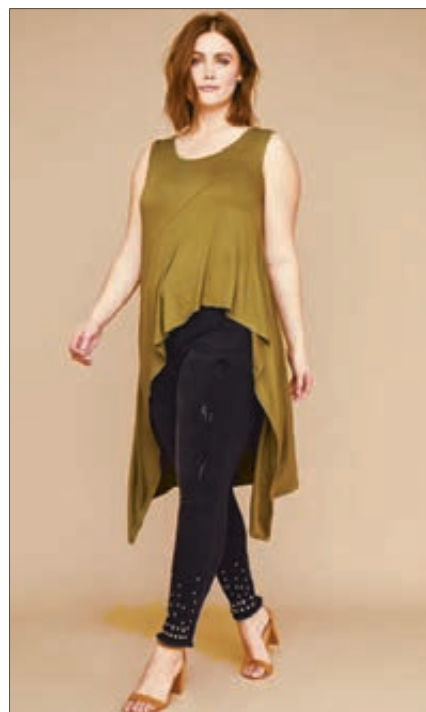
And who doesn’t need that?



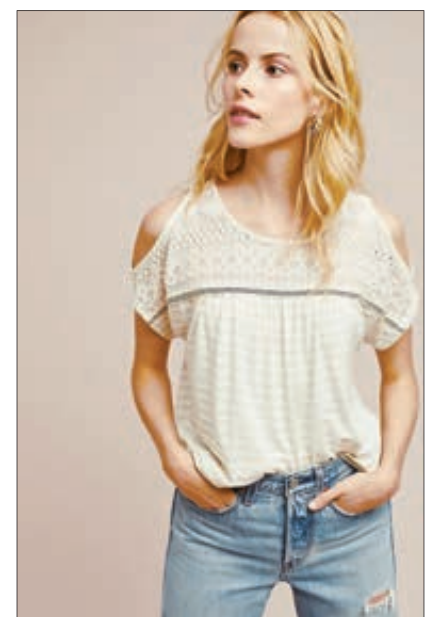
Angelo Ghailian



www.antropologie.com



www.lanebryant.com



www.antropologie.com

ASTROLOGIE
CALIFORNIA

Astrologie CA / AJG, Inc. Headquarters
7220 E. Slauson Ave., Los Angeles, CA 90040
(323) 346-0171
info@astrologieca.com
www.astrologieca.com

PARADISE RANCH *designs*

A beach-to-street lifestyle brand



EMBLEM SHOWROOM
310-420-0125
evelinem@emblemshowroom.com
New Mart Building Ste. 707
127 E. 9th St.
LA, CA 90015

MEDIA PLAYGROUND PR
Kim 323-687-3360
kim@mediaplaygroundpr.com
845 S. Los Angeles St.
LA, CA 90014

MADE IN AMERICA

Nicole Alex: A New Line That Mixes Athletic Support With Everyday Garments

Nicole Zabal had been in the fashion industry for some 20 years when she decided to start her own line of athleisure apparel that had something a little different—a built-in shelf bra in all her tops and dresses.

Shelf bras are standard for workout tops and sleepwear, but an everyday just throw-it-on type



tile show earlier this year to check out fabrics. She ended up choosing a certified OEKO-Tex standard 100 bamboo/cotton fabric, which is soft, antibacterial and doesn't have allergy-inducing chemicals.

She is the designer of the collection, which has simple lines and silhouettes. There are dresses



of garment was out of the norm.

Zabal, who studied at the **Parsons School of Design** in New York, got the idea for her new **Nicole Alex** line when she was working at home as a sales rep for a British swimwear and intimate-apparel company. Much of her day was spent wearing an athletic top with a shelf bra and a pair of leggings. But if she had to go out to visit clients or have a business meeting, she needed to change her clothes because they looked too athletic.

Wouldn't it be much easier to have a dress or top that had a built-in shelf bra she could wear while working at home and then keep on if she needed to dash out the door?

So last May she took the plunge. "I have been waiting to do this for 20 years, and I finally did it," Zabal said.

The newly minted brand owner met with sample makers and patternmakers in Los Angeles, not too far from her home in Sherman Oaks, Calif., to flesh out her first collection, which launched for Spring 2018.

She found a family-run contractor in East Los Angeles to cut and sew the garments.

The first collection consisted of 11 pieces in a few different colors. They include three styles of dresses, various tank tops and T-shirts as well as leggings.

Each shelf bra is made of four-way stretch fabric that has moisture-wicking capabilities. The seamless construction means it looks natural, and the top fabric drapes over the shelf bra for a relaxed fit.

Zabal took a spin through the **LA Tex-**

that include long-sleeve, short-sleeve and sleeveless treatments with midi and knee-length hemlines.

Tops also have various sleeve lengths with V-neck and scoop-neck styles. There are also leggings, joggers and shorts. Everything comes in solid colors with wholesale prices ranging from \$36 to \$60.



Currently, Zabal is selling her line through her e-commerce site, www.shopnicolealex.com, as well as at the **Perfect Fit Fine Lingerie** store in Tustin, Calif.

"I've gotten really good feedback," Zabal said. "I didn't realize how many people love shelf bras."

For her next collection, she is hoping to get input from customers and retailers about what items they would like to see incorporated in her designs.—*Deborah Belgum*

Juniorswear Trends for Spring/Summer 2019 Involve a Few Repeats

Fashion styles are always changing, but veteran juniorswear trend forecaster Barbara Fields suggested that retailers hold on to a few select looks she believes are going to have staying power through Summer 2019.

Fields, who is head of the **Barbara Fields Buying Office**, held a series of trend seminars Oct. 1–2 during the **L.A. Majors Market** at the **California Market Center**. Retailers attending the seminars included **Zumiez**, **Windsor** and **Stage Stores**, Fields said.

Fashion styles that will continue to have legs throughout the Spring/Summer '19 season include distressed jeans, tops with a knot twist and polo shirts. In April, she initially forecast that these items would be popular during her last Spring '19 trend seminar.

New juniors styles predicted to make a splash for S/S '19 include animal-skin prints for tops and jeans as well as stripes on tops. "If you don't have stripe tops, you better not leave your home. You won't be in style," she said.

In April, she forecast that track pants with side piping were going to be popular for Spring '19. Going forward, side piping will be expanded into side stripes, often bearing logos of brand names. They'll also be made out of a number of different fabrics including satin trim.

Over the past few seasons, menswear looks have been increasingly important in women's contemporary styles, and menswear will be driving some juniors styles such as utility pants.

Denim is a perennial favorite for every group of fashion consumer. For juniors, high-waisted denim is forecast to be en vogue. Denim skirts, jackets and chambray shirts also will be popular.

T-shirts are always trendy, but for Spring/Summer '19, expect graphic logo-driven T-shirts and sweatshirts to be in vogue. Color blocking will also serve as a major style element, and plaids ought to be big.

Earth and natural colors such as olive, rust and wine are forecast to be popular for bottoms and tops, and mustard will be stepping in as an important color.

Fields also gave a preview of Fall '19 styles, which include jackets with Sherpa-like trim and faux-fur jackets.

The Barbara Fields Buying Office will deepen its analysis of global fashion. Fields said she recently hired new correspondents in London, Tokyo and Sydney. These correspondents will put together analyses of what is selling at juniors retailers in those fashion capitals. They'll also blog and report on the wider fashion scene in those cities.

Fields has also remodeled and remade her company's website. *Fashionfields.com* was quietly introduced in September. For subscribers, it will deliver trend reports, and blogs will be made available to the wider public.

—Andrew Asch



Barbara Fields, center, points to a plaid shirt that is on trend for Spring/Summer 2019.



FM
Fashion Market
Northern California®
NC

Spring
October 21-23, 2018

San Mateo Event Center

**Over 2,000 collections.
Largest open booth show
on the West Coast.**

fashionmarketnorcal.com

PHILIPS-BOYNE CORPORATION

Est. 1949

OVER SIXTY-NINE YEARS SERVING
THE DESIGN COMMUNITY

We are now carrying **wide** goods in
addition to our Japanese textiles!

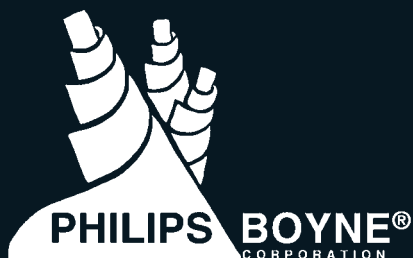


Photographer: Tadashi Tawarayama
Store Name: CANVAS boutique & gallery
Our names: Jacqueline "Jac" Forbes, Arlington Forbes
Jac and Arlington shirts by CANVAS. MALIBU
Left: Maggie Barela, Sales Agent
Make-up by Kristy Goslin

Over 3 million yards of shirting weight cotton
wovens stocked in the New York area—
Making designers dreams come true!

Philips-Boyne Corporation
135 Rome Street
Farmingdale, NY 11735

P(631) 755-1230
F(631) 755-1259
www.philipsboyne.com



FASHION TRENDS

Early Trend Messages from Spring/ Summer '19 Runways in New York, London, Milan and Paris

By Sharon Graubard *Founder and Creative Director at MintModa*

Spring runway month has barely finished, but we have already pinpointed plenty of new directions for the upcoming season—

from sturdy workwear to flouncy dresses, from tie-dye to daytime glimmer.

Here are some of the early signs of Spring.

Workers Unite

Workwear is a direction we've been watching for some time. The influence evolves for Spring/Summer '19 with softer colors and lighter-weight fabrics. Materials include denims, sturdy canvases and poplins, but there are also laundered satins and organzas, bringing an unexpected femininity to these utilitarian silhouettes. Adding more freshness are interesting cuts such as one-shoulder styles. Flap pockets, industrial zips, twill-tape trims and boxy cuts underline the high-function inspiration.



Dye Job

Tie-dye is looking super fresh, especially when executed in the new acid, nearly-neon brights illuminating the runways. The hippie-dippy motif is used for everything from satin mini-dresses and sheer tees to fully fashioned sweaters and marabou trims. It also works particularly well in shades of indigo as an update for bleached denim. The pattern can be achieved with real tie-dye techniques as well as with digitally printed facsimiles. For a more subtle approach, there are dip-dyed ombré effects that feature gentle gradations in pastel shades. Giant crystals laid out in tie-dye-like starbursts are the perfect embellishment.

The Glimmering World

There is something about the new glimmering surfaces that is different from old-fashioned bling. Rather than a show-off, ostentatious vibe, these new treatments seem to reference otherworldly auras, conjuring a more spiritual state of mind. There are tees covered in clear or iridescent sequins and lustrous organzas cut into wearable shapes such as cargo pants or slipdresses. Sometimes the effect is contained in one place on a garment, such as a paillette-encrusted patch pocket or sprinkling of sparkle on sleeves. For the ultimate in everyday opulence, there are giant gems set into straps or linking a plunging V neckline.



Imprint This Moment

It seems we are entering the golden age of prints. Not only are runways awash in spectacular prints and patterns, but designers are also loading them on, one atop another. There are wonderful painterly brushstrokes, scarf prints, checkerboards, Warhol-meets-Rauschenberg layered silkscreens and knitted intarsias that mimic hand-painted daubs. Giant blossoms share space with jumbo arabesques. Stripes and plaids are part of the mix too. The large-scale motifs work well for all the ankle-skimming silhouettes and boxy tee shapes that define the season; collages of smaller designs are used for more body-con-draped styles. Mismatched earrings, patterned bralettes and printed bags add to the free-form feel.



The New Modest

The Batsheva show, held in a downtown diner, was the talk of the town during New York Fashion Week. Designer Batsheva Hay's fascination with the Laura Ashley-meets-Courtney Love punk-pretty look was echoed on many runways this season. The style has been percolating for a while. Ruffled prairie dresses started appearing in forward-thinking collections from Demna Gvasalia and Miu Miu the last two seasons and were featured in every glossy magazine as well as spotted on street-style stars. For next Spring, the covered-up frocks get updated in metallic florals, batiks and plenty of smock details. The prim aesthetic works for tops as well.



Out From Under

If modest is the new sexy, then full-coverage bras and briefs are its handmaidens. Runways abound with vintage-y foundation garments that seem borrowed from granny's lingerie drawer. While these demure undies will certainly influence true intimate apparel, most shown on the runways are meant to be seen under the season's sheers and meshes or peeking out from an unbuttoned shirt. Strategic seam lines on bra cups are outlined in contrast stitching for emphasis, even when the extra-supportive aspect is more fashion than function. Many briefs feature boyish touches like fly fronts and band legs, adding a bit more subversion to the equation.



Soft Headed

The most wearable hats for contemporary life are those that can be squashed into a bag and not lose their shape. Soft buckets and easy turbans fit the bill, and there are many on the runways that inspire. The casual bucket shape evolves with a variety of brim widths, from narrow bands to eye-covering styles that are deeper at the back for full sun-protection. Materials include sturdy twills in solids or prints, lizard effects and lustrous jacquards. Trapunto stitches or contrast facing for brims provide a bit more structure. The turbans can be interpreted as wide headbands for even more wearability.



Spring Color

Color evolves with greens taking on an aqua cast. Pinks go either toward orange or morph into lilacs. True blues uptrend, even for denim. Teal emerges as a new dark neutral, and yellow shifts from its egg-yolk color toward a greener, nearly neon cast. Here, left to right are Archroma 323-270 / Archroma 108-320 / Archroma 435-280 / Archroma 431-480 / Archroma 326-820 / Archroma 220-460 / Archroma 217-380. All from coloratlas.archroma.com.

Bow Peep

The bow is a key signifier this season, holding all the ambivalence of the moment—sweet/not sweet, prim/provocative, innocent/sophisticated. The bows on runways are made from self-fabric or from contrasting materials and can work as functional drawstrings and as closures instead of buttons, creating an adjustable fit. Designers used bows for purely decorative purposes too—the looped ties appear at necklines, sleeves and hems or accent a shoe, handbag or headband. And while there are string bows and wide versions, slim flat tapes look newest.



MintModa is an immersive online forecasting service that provides direction for trend-right apparel and accessories. To find out more, go to www.mintmoda.com.

THE MAJESTIC DOWNTOWN

650 S SPRING STREET,
LOS ANGELES, CA 90014

LOS ANGELES FASHION WEEK

POWERED BY
ART HEARTS FASHION

OCTOBER
11TH - 14TH

FOR INFO & TICKETS, PLEASE VISIT:
WWW.LOSANGELESFASHIONWEEK.COM



100+ SHOWROOMS

500+ FASHION LINES

NEW MART

0039 Italy
1. State
10 Crosby
10eleven
1822 Denim
1denim
2Xist
3 J Workshop
3 x 1 - Men's & Women's
34 Heritage
5 Seasons Showroom
525 America
A La Mode Showroom
A.B.S.
A.J. Morgan Eyewear
Able
Absolu (France)
Accessorizit
Acrobat
Adelyn Rae
Adria Moss
Adrift
AFRM
ALC
ALEX AND ANI
Alp N Rock
Altuner
Amaya
American Able
American Couture Fitness
An Old Soul
Analili
Anama
Anatomie (USA)
Animapop
Another Love
APNY
Aratta
Arrow Jewelry Designs
AS by DF
Ashley Mason
ASTARS
Atina Cristina
ATM Anthony Thomas
Melillo
Aunts & Uncles
AV Max
Ava Molli
AvantgarDenim
Aventures Des Toiles
b. able two
Baci Collezione
Baciano
Banana Blue
Banaris Scarves
Barbara James Showroom
Bariano
Baruni
BB Dakota
Beate Heymann

Beau Jours
Bed Stu
BeJe Designs
Bel Kazan
Bela
Belford
Benares
Bernadette Mopera & Co.
Betty & Veronica
Beyond Threads
Bezalel's Handmade
Jewelry
Billy T
Bishop and Young
BIYA
Black Swan
Blue Canoe
Blue Mountain
Blue Tassel
BLVD
Bobeau/ B. Collection
by Bobeau
Body Language
Brasi & Brasi
Brave + True
Brave Leather
Brokedown Clothing
Bryn Walker
By Design
Cali Supply Co.
California Dress Co.
Calvin Klein
Belts & Wallets
Luggage & Backpacks
Men's Underwear
Messenger Bags
Cameo
Cami NYC
Caraucci
Caroline Grace
by Alashan Cashmere
Chan Luu
Chantal Accessories, Inc.
Charlene K Jewelry
Charles Henry
Chaser
Christa Louise
Christopher Fischer
Cino
Claudia Nichole by Alashan
Cashmere
Cleokai
COA
CODExMODE
Cole Haan
Belts and Wallets
Cold Weather
Handbags
COM.plete
Compania Fantastica
Complete Clothing
Consuela
Contempo by Justin Taylor
Conturelle

Copper Fit
Corey Lynn Calter
Corina Collections
Costello Swimwear
Counting Dreams
Cousin Earl/Sister Mary
Crayola Sisters
Creatif Designs
Creative Concepts
Cristina Gavioli
Croche
Cupcakes and Cashmere
Curio
Current Elliott
DADA Fashion Hats
Dance & Marvel
Daniel Rainn
Dantelle
Darling Blue
David Cline
David Lerner NY
Dear John Denim
Design History
Desoto
Dial M
Dirtee Hollywood
Doma Leather
Dressed 2 Kill
Dual Nature
dylan developed
by true grit
E. Victor Gabriel
Echo
Edyson
EESME
Eileen Fisher
Elan
Eleven Stitch by Gerties
Elizabeth & James
Sunglasses
Elle Zeitoune
Ellipse
Elsa Barreto
Elwood
Emblem Showroom
Emily and Fin
Engel's Showroom
Equipment
Eroke (Italy)
Eskay
Estelle
Eunjukoh
European Culture
Eva Segoura Paris
Eva Varro
eve in paradise
Ever New
EWELINEB
EZE SUR MER
FashionLink
Fate
Father's Daughter
Fila Socks

Final Touch
Finley
Flex Watches
For Love & Liberty
Fourteenth Place
Foxiedox
Fraiche by J
Fredd & Basha
Free Heart
French Connection
Men & Women
Frenzii
Fresh Laundry
Frock Shop
FSI
Gatsby Lady
Generation Love
Georgette
Georgy Collections
Gerties
Gina B
Gloss & Glitter
Gold + Stone
Golden Daze
Good Hyouman
Good Luck Gem
Good Luck Girl
G-Star
GW
Gypsy Flea Market
H.E.M. Showroom
H.I.P Bands
Hale Bob
Hammitt
Hands Up Global Goods
Hanna
Hard Tail
Harlyn
Hasson Costa/
Cultivate Showroom
Hazel
Hello Nite
Henry & Paulie
Henry Christ
Heydari
Hidden Heart
Hipstirr
Holiday Clothing
Hourglass Lily
House of GAB
Hudson Jeans
I.Madeline
Icons of Culture
IDI
Indies
Inkkas
Insight
Iris Fashion/Cramilo
Ivan Grundahl
IVKO
Ivy Jane
J.A.K.
Jack

Jackie B Showroom
JADE
Jane Basch
Janelle Moore Sales
Janira
Jarret
Jessica Elliot
JI-U
Joed Belts
Joe's Jeans
Johnny Was Collection
Joie
Joken Style Showroom
Joseph Ribkoff
JOULES
Joy Dravecky Jewelry
Julie Walls Showroom
JWLA
JY Instyle Socks
Kalayci London
Karen Kane
Karen Kane Women
Karma Kreations
Kate Spade
Belts & Cold Weather
Kayo
Kid Tails
Kinross Cashmere
KLA/Karen L. Anderson
Know One Cares
Kokun Cashmere
Krazy Larry
Kule
Kuna
Kut from the Kloth
L.A. Blend
LA Made
La Rue Showroom
Lacoste
Kids, Men's, Women's
Footwear
Handbags
L'AGENCE
Latico Leathers
Lavendar and Lillie
Lavender Brown
Le Galeriste
Le Superbe
Leatherrock
LEO & SAGE
Leota
Les Jupons Detess
Letol
Level 99
Lien & Giel
Life Clothing
Lilla P
Lily
Lime Blue
Liquid Metal
by Sergio Gutierrez
Lisa Carrier Candles
Lisa Lenchner Sales

127 E. 9TH STREET



SPRING 2019

MARKET WEEK

OCT 8-11

Lisa Todd
Liverpool
Liverpool Mens
Lodis Handbags, Belts
& Small Accessories
Lola - Made in Italy
lola & sophie
Lori Jack
Lou Intimates
Love By Design
Love Fire
Love Is...
Love Peace & Lipgloss
Love Token
Luana Italy
Lucca
Lucky Brand
Accessories
Men's & Women's
Denim & Fashion
Lucy Billett Jewelry
Luii
Lula Soul
Lulalife
Lumier by Bariano
Lumiere
Ly & Co.
Lynn Girard Showroom
Lysse
M Group Showroom
M Made in Italy
M&R
Mac
Madigan
Marcia Moran
Marcus Lemonis Group
Mariagrazia Panizzi (Italy)
Mary Frances
Mary Minser Sales
Matty M
Maude Vivante
Mauritius
Mavi Jeans
MELLODAY
Mes Demoiselles
Michael Bush LA-APPAREL
Michael Kors
Cold Weather
Women's Belts
Miraclesuit Shapewear
Miss Me
Girls, Jeans, Sportswear
Mod-O-Doc
ModSock
Moon Candy
Morrison Grey
Moyuru
MPM Models
Munki Munki PJ's
MYSTREE
NAADAM
Nakamol Chicago
Nana Nucci (Italy)
Naru

Natto
Naudic Australia
Nautica Backpacks
Neesh.... By DAR
New Designers Space
New Leaf
New Vintage Handbags
Nic + Zoe
Nice Kicks
Niche Showroom
Nicole Miller Denim
Niko Ineko
Nirvana
Noixte
Nor (Denmark)
Northstar Base by Gerties
NYDJ
Nygard
Oats Cashmere
Oh Yeah!
Old Gringo Boots
Olive & Oak
Olive Hill
On The Road
Onzie
Oscillto
Osgoode/Marley
Others Follow
Otto Kessler Gloves
Ozka Cashmere House
Pacific Cotton
by Bryn Walker
Paige
Paisley
Pam and Gela
Papillon Blanc
Paradise Ranch Designs
Park Life
Parker Smith
Patrons of Peace
Peace Love World
Peace of Cloth
Pepa Loves
Perepaix
Pete - Made in America
Pete and Greta
Peter and June
Pia Rossini
Pinch
PJ Salvage
PLAYLYST
Pliers & String
Plush Cashmere
Porto
Principle Denim
Project Social T
Prosperity
Pure Amici
Purplepeppa
Qiu
Raffaello Rossi
Rag Poets

Rande Cohen Showroom
RD Style
Rebecca Minkoff
Red Haute
Redwood Court by SilkBox
Repeat
Representing Showroom
Reset by Jane
Revolution by Edwin
Rigoon
Riller & Fount
Rising Tide
Robert & Janet Cho
Robert Graham
Rock Revival
Roja Collection
Rose Hartman
Rosemund
Rune
Runway Girl
s.a.m. Showroom
Salaam
Saloni
Salt & Pepper Sales
Sanctuary Clothing
Saxx
See U Soon
Sentimental NY
Shanty
Showroom 1205
Showroom Five21
Showroom Shift
Side Stitch
Sigalie Jewelry
Silver Jeans Co.
Simona
Simone Herrera
Single Dress
Single Sleep
Sinuous
SiSi Designs
Skinny Tees
Smash!
Sock It Up
Sol-Angeles
Some Daze
Sonia Fortuna (Italy)
Southcott Threads
Spanx
Spirithouse
Splendid
Stacy Keyes Showroom
Stella
Steve Madden
Belts and Wallets
Stitch + Cloth
Stone Collins
Strut LA
STS Blue
Sue Goodman Showroom
Sunday in Brooklyn
Sunlight (Paris)

Superfoxx
Suzette Collection
Suzi Roher (Toronto, Canada)
Talisman
Tanya Taylor
TC
Teeberry and Weave
The Bra Lab
The Korner
The Landa Showroom
the M Showroom
The Nu Vintage
the Residency
The River
The Scriipt
The Village Showroom
Theo & Spencer
Third Layer
Timberland
Accessories, Belts, Wallets
Time's Arrow
Tinseltown
Tommy Bahama
Men's & Women's
Men's Denim & Relax
Women's Swimwear
Luggage & Backpacks
Underwear & Sleepwear
Top Choice
Topson Downs
Traffic People
Trave
Trend Request
Trendline by Raffaello Rossi
Trixie
Troo
Trouble At The Mill
True Grit
Twenty
Two Danes
UGG Men's Women's Kids
Footwear, Outerwear,
Handbags & Accessories
Cold Weather Accessories
Loungewear, Sportswear

ULF Andersson
Ultimate Mik's
Unbreakable Evolution
Uncle Frank
UP!
Urban Siren
Valerie Hambas Showroom
Vanite Couture
Velvet Heart
Vere
Vienique
Vieta
VIMMIA
Vince
Vintage By Naudic
Virgins Saints and Angels
Virtues & Vibes
Vocal Lesson LA
Vonderheide Showroom
Wanderlux
WAYF
WBC Clothing
Western Fashion
Westside Sales
Whimsy Rose/Before & Again
White Crow
Wildfox
Willow & Clay
WOM & NOW (Barcelona)
Wooden Ships
Wren & Willa
XCVI
Xink
Yogini Garmento
Yoshi Yoshi by PJ
Your Name Here!
Z Supply
Zaria
Zina Kao Exclusives
Zowee
Zsiska
Zuvin
Zzan USA

TRADESHOWS

d&a
designersandagents

JANUARY
MARCH
JUNE
OCTOBER



JANUARY
MARCH
JUNE
AUGUST
OCTOBER

IN THE LOS ANGELES FASHION DISTRICT

NEWMART.NET

Directives West Focuses on Major Trends for Spring/Summer 2019

ANTHONY MITCHELL OF ANTHONY MITCHELL STUDIO



Itz Me Jeans—Denim Jacket
Eyeshadow—Dress
YMI—Handbag



CG Sport—Dress
Liverpool—Jean



Kim & Cami—Camo Tee
Supplies by Union Bay—Crop Top



Status by Chenault—Top
Liverpool—Jean



Noisy May—Windbreaker
Jealous Tomato—Bodysuit
Hidden Jeans—Utility Pant



The Fifth Label—Denim Jacket
Les Lis—Mesh Dress



Eden Society—Blazer
Charlie Holiday—Bandeau
Noisy May—Bermuda

California style was front and center for Spring/Summer 2019 trends, with designers from around the world looking to the Golden State for inspiration for their breezy styles this upcoming season.

That beach-centric, streetwear-infused, nature-oriented influence was seen on the runway when **Directives West**, the West Coast merchandising consulting division of **The Doneger Group**, presented a lineup of the trends that will be

prominent for the Spring/Summer 2019 season.

“Everyone seems now all of a sudden to be tapping into California—our L.A. designers, our lifestyle, our culture, our music are being brought to the influencers,” said Shelda Hartwell, vice president of Directives West, speaking at the Oct. 1 trend runway show, held in the Fashion Theater at the **California Market Center**.

She noted that denim is still going strong as are sweaters,

jackets and knits. Dots and stripes, often married together in the same outfit, are vibrant for the upcoming season as are essentials, such as a boxy blazer. “Let’s make sure we are updating and renewing these classifications for business,” Hartwell noted.

The Spring/Summer trends were broken down for the contemporary, better/moderate, juniors and childrenswear markets. Contemporary looks were more sophisticated and

Asher



's

Made in America

How ‘bout you?

950 S. Boyle Avenue Los Angeles CA 90023

www.asherconcepts.com



Essue—Matched Set

Good Luck Gem—Coverall
Lionel—Handbag

M.N.I.—Lavender Track Set

Jolt—Matched Set

Kaktus—Jacket and Pant
Tia—Tee

Gilli—Sweater Tank
Gilli—Paper-Bag
Trousers

Essue—Blouse
Sweet Claire—Jumpsuit
Lionel—Handbag

polished. Juniorswear tended to be skimpier with lots of ragged-edge denim shorts and skirts and cropped tops. The better/moderate category saw more-casual clothes with a bit more coverage.

Jumpsuits and layered looks were present in all classifications as were denim skirts, flowy kimono tops, bright tropi-

cal prints and natural fibers.

Lots of ruffles were seen on dress and blouse sleeves, and hemlines covered all territories—from midi to mini and everything in between. Pant styles too had different interpretations, ranging from skinny-legged silhouettes to wide-legged cropped bottoms and high-waisted treatments.

Striped sweaters were plentiful as were retro graphics taken from the '90s. Camouflage seems to never go out of style, as seen in the streetwear trends where camouflage jackets, tops and pants were served up in different color palettes.

A touch of glitz was seen in sequined bandeau tops and skinny-legged pants.—*Deborah Belgum*

Innovative luxurious knitted fabrics since 1991.

950 S. Boyle Avenue Los Angeles CA 90023

www.asherconcepts.com

L.A. Textile Continued from page 1

said the show's installations were created by visual designers.

"Rafael de los Santos and Anna Victor [a former **Saks Fifth Avenue** employee], who did the lobby installation—the weaving from Malhia Kent that is on the wall and the hanging installation—and all the installations upstairs, came from the retail world, which was really interesting for us to give them our direction and let them interpret it in a creative way."

During the next L.A. Textile show, scheduled for March 6–8, 2019, Lewis hopes to expand the show's artistic presence by creating more installations throughout the event space. "Next season, I want every wall to have something really exciting on it," she said.

Seeing fresh changes at the show was important for **Venia Collection's** Chief Executive Officer Christine Ko and Creative Director Keeter Ly, whose Los Angeles–based, high-end contemporary men's and womenswear brand was founded upon blending luxury apparel with technology.

For Ko, witnessing the beginning of L.A. Textile's evolution was refreshing because she and Ly are constantly cultivating their own fully sustainable brand to grow with innovations in technology and apparel manufacturing.

"Cities around the world are turning their eyes to L.A., so it's time this city becomes a bigger competitive player in the trade-show field. The reason we kept our brand in L.A. was because we felt there was a wave to ride," Ko said. "Now, there is all this expansion—fashion, real estate, technology—it's all booming."

One of the largest initiatives during the October textile show was the move to highlight resources in sustainable fashion. There was the launch of **The Future of Fashion**

Lewis, director of CMC events,

conference—created in partnership with **Le FrenchLab**, **People for the Ethical Treatment of Animals** and **Fashion Revolution USA**—which was held Oct. 3 to focus on smart and ethical fashion. A **Fashionindex Sustainable Fashion Forum** took place on Oct. 4.

"I love the focus on sustainability this year," Ly said. "We've been here for the last five years, and it's a big deal." Andrea Plell of Fashion Revolution USA said she was on

brands to take ownership over a fashion brand and make changes they wanted to see in the industry.

"In the past few years, people are more empowered to use their voices and take their lifestyles in their own hands," Plell said. "I am seeing progressively more people involved in these conversations."

L.A. Textile show exhibitors compared the event to those of the past and were impressed with the work done to elevate the experience. They were optimistic about the changes and the show's fresh aesthetic.

"This show has changed, the management has changed and the setup is completely different," said Cyrus Nazari, the founder of the 4-year-old Los Angeles–based, full-service manufacturing firm **Fil & Needle**. "It looks quite cleaner."

Other sections of the L.A. Textile show included the **LA Textile x PeclersParis Trend Forum**, the **Turkey Country Lounge & Pavilion**, **Knit Wit Lounge**, **Inner-City Arts Lounge**, **Creative Textile Block Printing with Art Creators LA** and the pop-up

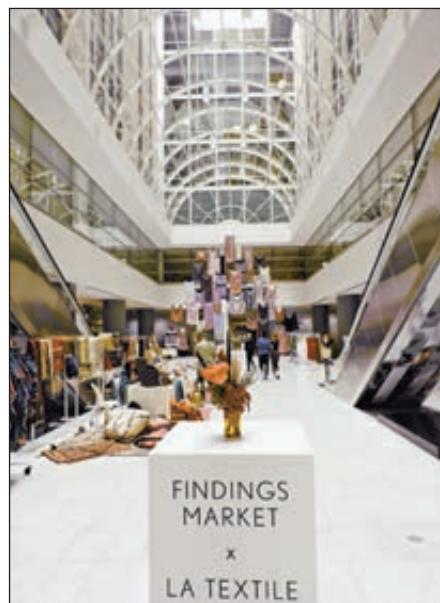
Findings Market x LA Textile buying experience in the CMC lobby.

While the L.A. Textile show made a big transition, organizers are planning for the next show to elevate the brand from a local to a global level.

"When people mention the important shows they have on the calendar for the year, we want L.A. Textile to be in that sentence," said the CMC's Lewis. "We have to continue to grow and get better to make sure we are in those conversations." ●



Turkey Country lounge and pavilion



"Suspended Above the Confines of Color" installation by Malhia Kent

a panel for The Future of Fashion conference to show how female workers' rights fall under the umbrella of sustainable manufacturing.

"The sustainable fashion movement is a big part of the #MeToo movement as well," she said. "Eighty percent of the people making our clothes are women, and many of them are being exploited."

Following the panel, she spoke personally with some attendees about ethical manufacturing and found that many new apparel-business owners created their sustainable

FASHION
BEAUTY
LIFESTYLE
WELLNESS

MALIBU
FASHION WEEKEND

SOFT LAUNCH
FOR
2019 SEASONS

OCTOBER 19–21 ~ 1–4 PM DAILY



BE FIRST TO
TEST DRIVE
THE NEW
LAMBORGHINI
~ URUS ~



CURE SPA
22741 PCH
MALIBU

RSVP

BuCrew@MalibuFW.com

WE INVITE ALL
MEDIA, DESIGNERS, AND SPONSORS
TO TOUR OUR LOCATION,
AND ENJOY ALL OF THE FOLLOWING SERVICES

Spa Services
Wine Tastings
Fitness Classes
Beauty Touch-ups
Wellness Education

Rosenthal
The Malibu Estate

CURE

ENDLESS ROAD
ENTERTAINMENT

CALIFORNIA
ApparelNews

ICELANDIC
GLACIAL
NATURAL SPRING WATER

MalibuFW.com

Instagram Facebook Twitter @MalibuFW

L.A. Majors *Continued from page 1*

Vendors spent their days with scheduled meetings, but they conceded that traffic in the show's hallways seemed lighter than past years. Becca Dawson of the CMC said 99 vendors exhibited at the Majors. It was basically even with the October Majors Market in 2017. The number of temporary showrooms dipped for the October 2018 show, however. Some vendors who rented temporary space became permanent CMC tenants, Dawson said. Attendance also slipped because the market was scheduled around the same time as the Jewish holiday of Simchat Torah.

"It seems like the building is quiet," said David Vered, president of Los Angeles-headquartered denim brand YMI. "I'm surprised. October is the time when people are showing more enthusiasm for [the upcoming] Spring season."

Vered said one contributing factor might be the competition from online retailers, which is growing fiercer. Buyers from bricks-and-mortar stores are challenged with putting together better ways to interest their customers and keep market share, he said.

Doron Kadosh, president and chief executive officer of the **2253 Apparel Group**, said his company had the same number of meetings as at previous markets, but there were fewer people in the show's hallways because buying delegations are staffed by fewer people. Also, there are fewer retailers working in the market, he said.

However, there was still a lot of opportunity at the show, even if a brand was not doing business at the CMC. Juniors brand **Dickies Girl** set up a temporary showroom at the **Gerry Building** across the street from the CMC.

Paula Unger, creative director for Dickies Girl, said her

showroom had several walk-in buyers. "It was busy," she said. "We were solid with scheduled appointments, but we also had walk-in traffic." She credited interest from walk-in traffic to the brand's appearance at a fashion show/seminar produced by **Directives West** during L.A. Majors Market.

The market ran during a time of innovation for some major retailers and a time of continuing crisis for others.

as its new chief executive officer in an effort to turn around the business's fortunes.

Department stores that have embraced technology have generally fared better than those who seem to run their businesses with 20th-century business plans, said Ilse Metchek, president of the **California Fashion Association**.

Increased turbulence is on the horizon for these retailers, she said. "Unless they do major changes in the way they merchandise, they'll never get [their market share] back," she said.

Juniors fashions have been a focus at past L.A. Majors Markets. At the recent show, one consistent theme was selling fashion lines pitched as being of higher quality and introducing young contemporary lines.

Alison Budow of **Alison's Showroom** introduced the young contemporary line **Urban Noble**, whose core wholesale price points for its jeans are from \$54 to \$58. "It's not being the cheapest. It is about giving the most value," Budow said. "It is slightly higher, but the consumer is willing to pay for it."

YMI introduced a young contemporary denim line called **Secrets With Love** for women ages 25 to 40 years old. Unlike YMI's jeans for juniors, Secrets With Love features better fabrications and different silhouettes, such as high waists and a unique yoke detail for an adult customer. Wholesale price points are \$14-\$18.

The **2253 Apparel Group** introduced a **Kendall + Kylie** label, licensed from reality show and social-media superstars Kendall and Kylie Jenner. The brand is headed by Joie Rucker, the founder and namesake of **Joie**, as well as other denim lines such as **Rich & Skinny**.

The new Kendall + Kylie puts an emphasis on sophistication and value, Rucker said. "We're basically giving \$200 jeans for a \$78 deal," she said. ●



David Vered, left, and Lana Martinez at the YMI showroom



Jonna Harper, left, and Joie Rucker with Kendall + Kylie display



Paula Unger at the Dickies Girl temporary showroom



The Dickies Girl display



A meeting at YMI's temporary showroom

Nordstrom Inc. is branching out to a new technology-enabled, omni-channel-focused **Nordstrom Local** store, which has two locations in the Los Angeles area and a third on its way soon.

Struggling department store **JC Penney** named Jill Soltau

SPRING/SUMMER 2019 FASHION PRESENTATIONS

October 6-10

LAFW

LA FASHION WEEK

PETERSEN AUTOMOTIVE MUSEUM

LAFW.net



ORGANICALLY GROWN, LOCALLY DYED, PRINTED AND FINISHED IN CALIFORNIA

Telephone: (323) 890-1110 / Fax: (323) 890-1180
www.greenetextile.com
 Email: Greenetextile@sbcglobal.net
 Contact: Ira Bashist

- 100% Cotton
- Cotton/ Modal
- Tri- Blend
- Poly/ Cotton Rayon/ Spandex
- Cotton/ Spandex
- Wet/ Pigment Prints
- Jersey
- Fleece
- French Terry
- Thermal
- Interlock
- Double Knits/ Single Knits

Stock PFD

GOTS Certified Cotton
GOTS Certified Cotton
W/ Spandex
Organic Cotton/
Recycled Poly
Bamboo/Cotton/Spandex



STUDIO 93,LLC

Regular & Deadstock Wholesale Fabric Supplier & End to End Apparel Manufacturing Services



Wide range of fabrication and colors to choose from! & Affordable prices and flexible quantities!



213-277-9988  **www.studio93.info**  **appointment@studio93.info**



Print + Online + Archives = Total Access

Get Yours Today and Save 50%! call toll-free (866) 207-1448

CALIFORNIA ApparelNews



Fashion District Resources

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.

Astrologie

7220 E. Slauson Ave.
 Los Angeles, CA 90024
 (323) 346-0171
 info@astrologieca.com
 www.astrologieca.com

Products and Services: Astrologie, the Los Angeles-based full-package apparel production company, provides its customers with trend-right designs, unsurpassed quality, competitive pricing, dependability, and speed-to-market. Angelo Ghailian, the owner and founder of Astrologie, is a Los Angeles native with an MBA from USC and brings two generations' worth of know-how, solid overseas connections, and a dedication to keeping all parts of the process—from design to manufacture—domestic whenever possible. Specializing in private label, Astrologie's sweet spot is "fashion novelty tops with a California feel," Ghailian says, with athleisure and dresses "becoming key growing items for us lately." Thanks in no small part to the quality of its services—Astrologie has grown from a cut-and-sew manufacturing operation, supplying other manufacturers who sell to retail stores, to its position today—a vertically integrated, complete-package garment-production company.

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.

Cooper Design Space

860 S. Los Angeles St.
 Los Angeles, CA 90014
 (213) 627-3754
 www.cooperdesignspace.com
 Instagram: @cooperdesignspace

Products and Services: The Cooper Design Space, at the corner of Ninth and Los Angeles streets in the heart of L.A.'s Fashion District, hosts a space that embraces cross-pollination among L.A. lifestyle businesses in fashion, media arts, and publishing. The building is 11 stories tall and, having been built in 1927, represents the city's history of creative commerce. It's a space that encourages fluidity across functions by offering an event venue, offices, public art space, and showrooms in a single location.

Epson

www.epson.com/sublimationprinter

Products and Services: Epson—quality and reliability. Now in a dye-sublimation printer. The Epson name has long stood for the very highest standards of print performance, quality, and reliability. Now, we're putting our expertise into an exciting new suite of purpose-built garment printers. Designed exclusively for dye-sublimation transfer printing with specially-formulated Epson inks, the Epson SureColor F9200 is a 64" dye-sublimation printer for versatile digital textile production up to 504 square feet per hour. Brilliant 4-color Epson Ultra-Chrome with high-density black DS Ink technology. Continuous high-capacity ink-supply system for extended production along with the world-class service you've come to expect from Epson. How do you reinvent the dye-sublimation transfer printer? You start by designing, from the ground up, every component to work together as one system—from the print head and ink technology to the printer engine and software. The result? A high-performance dye-sublimation transfer printer designed with extreme reliability for true industrial-level production.

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 fabric supplier, providing the highest quality textiles and in-house designs to designers and manufacturers in the Los Angeles area and beyond. Our assortment and specialty is vast, including basics, novelties and prints in both knits and wovens. All of our print designs are copyrighted. We have polyester, spandex, rayon/spandex and more unique fabrics to inspire your next fashion collection, and will work with you to get a price that will fit your bottom line.

Fashion Market Northern California

www.fashionmarketnorcal.com
 fashionmarketnorcal@gmail.com
 Contact: Mary Taft

Products and Services: FMNC in San Mateo is an excellent show for apparel, accessories, and footwear buyers. The thoughtfully merchandised open booth floor plan features the perfect blend of European, better, contemporary, updated sportswear, and lifestyle brands—more than 2,000 domestic and international collections. FMNC offers the possibility of a one-night free hotel room to first-time buyers. Also provided: hotel shuttle, parking reimbursement, daily continental breakfast, tasty lunch options, afternoon snacks, and our popular Monday night "sip and shop." The convenient venue is 20 minutes from SFO and an easy drive from all Bay Area destinations—an overall exciting shopping experience!

Greene Textile

7129 Telegraph Road
 Montebello CA 90640-6609
 (323) 890 1110
 www.greenetextile.com
 greenetextile@sbcglobal.net

Products and Services: Textile industry veterans and experts, catering to quality-oriented garment manufacturers. Most fabrics are produced in the USA. GOTS-certified yarn, locally dyed, printed and finished in California. Commitment to customer service and pricing to meet all budgets. With extensive relationships with factories throughout Southern California, we produce knitted fabrics from basic jersey to novelty knits, both custom and open line. We use yarns from combed poly cotton and micromodal to cotton spandex. These are just a few of the yarns that we have available, and many fabrics are produced in Los Angeles. Our print division offers many patterns, catering to customers looking for a simple stripe or custom patterns. Please visit our website and reach out. Let's speak today!

The New Mart

127 E. Ninth St.
 Los Angeles, CA 90015
 (213) 627-0671
 Fax: (213) 627-1187
 www.newmart.net

Products and Services: In the heart of Los Angeles' Fashion District is the landmark

Statement of Ownership, Management, and Circulation			Publication Title: California Apparel News		14. Issue Date for Circulation Data Below: Sept. 28, 2018	
Requester Publications Only)			Extent and Nature of Circulation		Average No. Copies Each Issue During Preceding 12 Months	
1. Publication Title: California Apparel News			2. Issue Frequency: Weekly		3. Filing Date: 10/01/18	
4. Number of Issues Published Annually: 52			5. Annual Subscription Price (if any): \$88.00		6. Total Number of Copies (Net press run): 4,920	
7. Complete Mailing Address of Known Office of Publication (Not printer) (Street, city, county, state, and ZIP+4®): California Market Center, 110 E Ninth St Ste A-777, Los Angeles, CA 90079			8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not printer): California Market Center, 110 E Ninth St Ste A-777, Los Angeles, CA 90079		9. Complete Mailing Address of Publisher, Editor, and Managing Editor (Do not leave blank): Terry L. Martinez, TLM Publishing Inc, California Market Center, 110 E Ninth St Ste A-777, Los Angeles, CA 90079	
10. Owner (Do not leave blank. If the publication is owned by a corporation, give the name and address of the corporation immediately followed by the names and addresses of all stockholders owning or holding 1 percent or more of the total amount of stock. If not owned by a corporation, give the names and addresses of the individual owners. If owned by a partnership or other unincorporated firm, give its name and address as well as those of each individual owner. If the publication is published by a nonprofit organization, give its name and address.)			11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or Other Securities. If none, check box X None		12. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one) 12. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one) The purpose, function, and nonprofit status of this organization and the exempt status for federal income tax purposes: Has Changed During Preceding 12 Months (Publisher must submit explanation of change with this statement) PS Form 3526-R, July 2014 (Page 1 of 4 (Instructions Page 4)) PSN: 7530-02-000-8855	
13. Full Name and Complete Mailing Address of Publisher, Editor, and Managing Editor (Do not leave blank): Terry L. Martinez, TLM Publishing Inc, California Market Center, 110 E Ninth St Ste A-777, Los Angeles, CA 90079			14. Total Paid and/or Requested Circulation (Sum of 15b (1), (2), (3), and (4))		15. Total Distribution (Sum of 15b and 15c)	
15. Total Paid and/or Requested Circulation (Sum of 15b (1), (2), (3), and (4))			16. Total Distribution (Sum of 15b and 15c)		17. Copies not Distributed (See Instructions to Publishers #4, (page 4))	
18. Total (Sum of 15d and 17)			19. Copies not Distributed (See Instructions to Publishers #4, (page 4))		20. Total (Sum of 15d and 17)	
21. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or Other Securities. If none, check box X None			22. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one) 22. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one) The purpose, function, and nonprofit status of this organization and the exempt status for federal income tax purposes: Has Changed During Preceding 12 Months (Publisher must submit explanation of change with this statement) PS Form 3526-R, July 2014 (Page 1 of 4 (Instructions Page 4)) PSN: 7530-02-000-8855		23. Total (Sum of 15d and 17)	
24. Total (Sum of 15d and 17)			25. Total (Sum of 15d and 17)		26. Total (Sum of 15d and 17)	
27. Total (Sum of 15d and 17)			28. Total (Sum of 15d and 17)		29. Total (Sum of 15d and 17)	
29. Total (Sum of 15d and 17)			30. Total (Sum of 15d and 17)		31. Total (Sum of 15d and 17)	
32. Total (Sum of 15d and 17)			33. Total (Sum of 15d and 17)		34. Total (Sum of 15d and 17)	
35. Total (Sum of 15d and 17)			36. Total (Sum of 15d and 17)		37. Total (Sum of 15d and 17)	
38. Total (Sum of 15d and 17)			39. Total (Sum of 15d and 17)		40. Total (Sum of 15d and 17)	
41. Total (Sum of 15d and 17)			42. Total (Sum of 15d and 17)		43. Total (Sum of 15d and 17)	
44. Total (Sum of 15d and 17)			45. Total (Sum of 15d and 17)		46. Total (Sum of 15d and 17)	
47. Total (Sum of 15d and 17)			48. Total (Sum of 15d and 17)		49. Total (Sum of 15d and 17)	
50. Total (Sum of 15d and 17)			51. Total (Sum of 15d and 17)		52. Total (Sum of 15d and 17)	
53. Total (Sum of 15d and 17)			54. Total (Sum of 15d and 17)		55. Total (Sum of 15d and 17)	
56. Total (Sum of 15d and 17)			57. Total (Sum of 15d and 17)		58. Total (Sum of 15d and 17)	
59. Total (Sum of 15d and 17)			60. Total (Sum of 15d and 17)		61. Total (Sum of 15d and 17)	
62. Total (Sum of 15d and 17)			63. Total (Sum of 15d and 17)		64. Total (Sum of 15d and 17)	
65. Total (Sum of 15d and 17)			66. Total (Sum of 15d and 17)		67. Total (Sum of 15d and 17)	
68. Total (Sum of 15d and 17)			69. Total (Sum of 15d and 17)		70. Total (Sum of 15d and 17)	
71. Total (Sum of 15d and 17)			72. Total (Sum of 15d and 17)		73. Total (Sum of 15d and 17)	
74. Total (Sum of 15d and 17)			75. Total (Sum of 15d and 17)		76. Total (Sum of 15d and 17)	
77. Total (Sum of 15d and 17)			78. Total (Sum of 15d and 17)		79. Total (Sum of 15d and 17)	
80. Total (Sum of 15d and 17)			81. Total (Sum of 15d and 17)		82. Total (Sum of 15d and 17)	
83. Total (Sum of 15d and 17)			84. Total (Sum of 15d and 17)		85. Total (Sum of 15d and 17)	
86. Total (Sum of 15d and 17)			87. Total (Sum of 15d and 17)		88. Total (Sum of 15d and 17)	
89. Total (Sum of 15d and 17)			90. Total (Sum of 15d and 17)		91. Total (Sum of 15d and 17)	
92. Total (Sum of 15d and 17)			93. Total (Sum of 15d and 17)		94. Total (Sum of 15d and 17)	
95. Total (Sum of 15d and 17)			96. Total (Sum of 15d and 17)		97. Total (Sum of 15d and 17)	
98. Total (Sum of 15d and 17)			99. Total (Sum of 15d and 17)		100. Total (Sum of 15d and 17)	
101. Total (Sum of 15d and 17)			102. Total (Sum of 15d and 17)		103. Total (Sum of 15d and 17)	
104. Total (Sum of 15d and 17)			105. Total (Sum of 15d and 17)		106. Total (Sum of 15d and 17)	
107. Total (Sum of 15d and 17)			108. Total (Sum of 15d and 17)		109. Total (Sum of 15d and 17)	
110. Total (Sum of 15d and 17)			111. Total (Sum of 15d and 17)		112. Total (Sum of 15d and 17)	
113. Total (Sum of 15d and 17)			114. Total (Sum of 15d and 17)		115. Total (Sum of 15d and 17)	
116. Total (Sum of 15d and 17)			117. Total (Sum of 15d and 17)		118. Total (Sum of 15d and 17)	
119. Total (Sum of 15d and 17)			120. Total (Sum of 15d and 17)		121. Total (Sum of 15d and 17)	
122. Total (Sum of 15d and 17)			123. Total (Sum of 15d and 17)		124. Total (Sum of 15d and 17)	
125. Total (Sum of 15d and 17)			126. Total (Sum of 15d and 17)		127. Total (Sum of 15d and 17)	
128. Total (Sum of 15d and 17)			129. Total (Sum of 15d and 17)		130. Total (Sum of 15d and 17)	
131. Total (Sum of 15d and 17)			132. Total (Sum of 15d and 17)		133. Total (Sum of 15d and 17)	
134. Total (Sum of 15d and 17)			135. Total (Sum of 15d and 17)		136. Total (Sum of 15d and 17)	
137. Total (Sum of 15d and 17)			138. Total (Sum of 15d and 17)		139. Total (Sum of 15d and 17)	
140. Total (Sum of 15d and 17)			141. Total (Sum of 15d and 17)		142. Total (Sum of 15d and 17)	
143. Total (Sum of 15d and 17)			144. Total (Sum of 15d and 17)		145. Total (Sum of 15d and 17)	
146. Total (Sum of 15d and 17)			147. Total (Sum of 15d and 17)		148. Total (Sum of 15d and 17)	
149. Total (Sum of 15d and 17)			150. Total (Sum of 15d and 17)		151. Total (Sum of 15d and 17)	
152. Total (Sum of 15d and 17)			153. Total (Sum of 15d and 17)		154. Total (Sum of 15d and 17)	
155. Total (Sum of 15d and 17)			156. Total (Sum of 15d and 17)		157. Total (Sum of 15d and 17)	
158. Total (Sum of 15d and 17)			159. Total (Sum of 15d and 17)		160. Total (Sum of 15d and 17)	
161. Total (Sum of 15d and 17)			162. Total (Sum of 15d and 17)		163. Total (Sum of 15d and 17)	
164. Total (Sum of 15d and 17)			165. Total (Sum of 15d and 17)		166. Total (Sum of 15d and 17)	
167. Total (Sum of 15d and 17)			168. Total (Sum of 15d and 17)		169. Total (Sum of 15d and 17)	
170. Total (Sum of 15d and 17)			171. Total (Sum of 15d and 17)		172. Total (Sum of 15d and 17)	
173. Total (Sum of 15d and 17)			174. Total (Sum of 15d and 17)		175. Total (Sum of 15d and 17)	
176. Total (Sum of 15d and 17)			177. Total (Sum of 15d and 17)		178. Total (Sum of 15d and 17)	
179. Total (Sum of 15d and 17)			180. Total (Sum of 15d and 17)		181. Total (Sum of 15d and 17)	
182. Total (Sum of 15d and 17)			183. Total (Sum of 15d and 17)		184. Total (Sum of 15d and 17)	
185. Total (Sum of 15d and 17)			186. Total (Sum of 15d and 17)		187. Total (Sum of 15d and 17)	
188. Total (Sum of 15d and 17)			189. Total (Sum of 15d and 17)		190. Total (Sum of 15d and 17)	
191. Total (Sum of 15d and 17)			192. Total (Sum of 15d and 17)		193. Total (Sum of 15d and 17)	
194. Total (Sum of 15d and 17)			195. Total (Sum of 15d and 17)		196. Total (Sum of 15d and 17)	
197. Total (Sum of 15d and 17)			198. Total (Sum of 15d and 17)		199. Total (Sum of 15d and 17)	
200. Total (Sum of 15d and 17)			201. Total (Sum of 15d and 17)		202. Total (Sum of 15d and 17)	
203. Total (Sum of 15d and 17)			204. Total (Sum of 15d and 17)		205. Total (Sum of 15d and 17)	
206. Total (Sum of 15d and 17)			207. Total (Sum of 15d and 17)		208. Total (Sum of 15d and 17)	
209. Total (Sum of 15d and 17)			210. Total (Sum of 15d and 17)		211. Total (Sum of 15d and 17)	
212. Total (Sum of 15d and 17)			213. Total (Sum of 15d and 17)		214. Total (Sum of 15d and 17)	
215. Total (Sum of 15d and 17)			216. Total (Sum of 15d and 17)		217. Total (Sum of 15d and 17)	
218. Total (Sum of 15d and 17)			219. Total (Sum of 15d and 17)		220. Total (Sum of 15d and 17)	
221. Total (Sum of 15d and 17)			222. Total (Sum of 15d and 17)		223. Total (Sum of 15d and 17)	
224. Total (Sum of 15d and 17)			225. Total (Sum of 15d and 17)		226. Total (Sum of 15d and 17)	
227. Total (Sum of 15d and 17)			228. Total (Sum of 15d and 17)		229. Total (Sum of 15d and 17)	
230. Total (Sum of 15d and 17)			231. Total (Sum of 15d and 17)		232. Total (Sum of 15d and 17)	
233. Total (Sum of 15d and 17)			234. Total (Sum of 15d and 17)		235. Total (Sum of 15d and 17)	
236. Total (Sum of 15d and 17)			237. Total (Sum of 15d and 17)		238. Total (Sum of 15d and 17)	
239. Total (Sum of 15d and 17)			240. Total (Sum of 15d and 17)		241. Total (Sum of 15d and 17)	
242. Total (Sum of 15d and 17)			243. Total (Sum of 15d and 17)		244. Total (Sum of 15d and 17)	
245. Total (Sum of 15d and 17)			246. Total (Sum of 15d and 17)		247. Total (Sum of 15d and 17)	
248. Total (Sum of 15d and 17)			249. Total (Sum of 15d and 17)		250. Total (Sum of 15d and 17)	
251. Total (Sum of 15d and 17)			252. Total (Sum of 15d and 17)		253. Total (Sum of 15d and 17)	
254. Total (Sum of 15d and 17)			255. Total (Sum of 15d and 17)		256. Total (Sum of 15d and 17)	
257. Total (Sum of 15d and 17)			258. Total (Sum of 15d and 17)		259. Total (Sum of 15d and 17)	
260. Total (Sum of 15d and 17)			261. Total (Sum of 15d and 17)		262. Total (Sum of 15d and 17)	
263. Total (Sum of 15d and 17)			264. Total (Sum of 15d and 17)		265. Total (Sum of 15d and 17)	
266. Total (Sum of 15d and 17)			267. Total (Sum of 15d and 17)		268. Total (Sum of 15d and 17)	
269. Total (Sum of 15d and 17)			270. Total (Sum of 15d and 17)		271. Total (Sum of 15d and 17)	
272. Total (Sum of 15d and 17)			273. Total (Sum of 15d and 17)		274. Total (Sum of 15d and 17)	
275. Total (Sum of 15d and 17)			276. Total (Sum of 15d and 17)		277. Total (Sum of 15d and 17)	
278. Total (Sum of 15d and 17)			279. Total (Sum of 15d and 17)		280. Total (Sum of 15d and 17)	
281. Total (Sum of 15d and 17)			282. Total (Sum of 15d and 17)		283. Total (Sum of 15d and 17)	
284. Total (Sum of 15d and 17)			285. Total (Sum of 15d and 17)		286. Total (Sum of 15d and 17)	
287. Total (Sum of 15d and 17)			288. Total (Sum of 15d and 17)		289. Total (Sum of 15d and 17)	
290. Total (Sum of 15d and 17)			291. Total (Sum of 15d and 17)		292. Total (Sum of 15d and 17)	
293. Total (Sum of 15d and 17)			294. Total (Sum of 15d and 17)			

New Mart Building. The showrooms of The New Mart represent the most exclusive and coveted contemporary lines from an international array of designers and manufacturers. The New Mart is unique in both architecture and style. The intimate setting creates a user-friendly experience for visitors. Each of its glass-fronted, uniquely designed showrooms provides a buying adventure that cannot be experienced at any other showroom destination. The New Mart is open year-round to the wholesale trade only and we host over 100 showrooms that carry over 500 collections.

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.

Progressive Label Inc.

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.

Studio 93

110 E. Ninth St., Suite A712
Los Angeles CA 90079
(213) 277-9988
<https://studio93.info>

Products and Services: Studio 93 stands as a platform that supplies a vast range of high-quality knits and woven whilst providing a consistent and reliable sense of individuality and exclusiveness through their textiles and services. Studio 93 caters to anyone from designers to manufacturers looking for high-quality fabrication at affordable prices and flexible quantities. They strive to accommodate to all your needs with fabrics that best represents and compliments your style and silhouettes.

Texollini

2575 El Presidio St.
Long Beach, CA 90810
(310) 537-3400
www.texollini.com

Products and Services: Capabilities that inspire. For 30 years, we have manufactured our collection of more than 5,000 European-quality fabrics in our Los Angeles-based facility. We offer faster deliveries, superior quality control, and vertically-integrated services (including circular knitting, design, R&D, dyeing, printing, and finishing) for all major fashion categories. Contact us now to find out how we can help you #EmpowerFashion.

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

Cinergy Textiles, Inc.

Get Inspired!

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

One Roll Minimum.

www.cinergytextiles.com

Tel: 213-748-4400

ramin@cinergytextiles.com



<p>Apparel News Group</p> <p>73 1945-2018 <i>Seventy-three years of news, fashion and information</i></p> <p>CEO/PUBLISHER TERRY MARTINEZ</p> <p>EXECUTIVE EDITOR DEBORAH BELGUM</p> <p>RETAIL EDITOR ANDREW ASCH</p> <p>ASSOCIATE EDITOR DOROTHY CROUCH</p> <p>EDITORIAL MANAGER JOHN IRWIN</p> <p>CONTRIBUTORS ALYSON BENDER VOLKER CORELL JOHN ECKMIER JOHN MCCURRY ESTEVAN RAMOS TIM REGAS N. JAYNE SEWARD HOPE WINSBOROUGH NATALIE ZFAT</p>	<p>WEB PRODUCTION MORGAN WESSLER</p> <p>CREATIVE MARKETING DIRECTOR LOUISE DAMBERG</p> <p>DIRECTOR OF SALES AND MARKETING TERRY MARTINEZ</p> <p>SENIOR ACCOUNT EXECUTIVE AMY VALENCIA</p> <p>ACCOUNT EXECUTIVE LYNNE KASCH</p> <p>BUSINESS DEVELOPMENT MOLLY RHODES</p> <p>SALES ASSISTANT/RECEPTIONIST ASHLEY KOHUT</p> <p>ADMINISTRATIVE ASSISTANTS CHRIS MARTIN RACHEL MARTINEZ</p> <p>SALES ASSISTANT PENNY ROTHKE-SIMENSKY</p> <p>CLASSIFIED ACCOUNT EXECUTIVES JEFFERY YOUNGER CLASSIFIED ACCOUNTING MARILOU DELA CRUZ</p> <p>PROFESSIONAL SERVICES & RESOURCE SECTION JUNE ESPINO</p>	<p>PRODUCTION MANAGER KENDALL IN</p> <p>EDITORIAL DESIGNER JOHN FREEMAN FISH</p> <p>CREDIT MANAGER RITA O'CONNOR</p> <p>PUBLISHED BY TLM PUBLISHING INC. APPAREL NEWS GROUP Publishers of: California Apparel News Waterwear Decorated</p> <p>EXECUTIVE OFFICE California Market Center 110 E. Ninth St., Suite A777 Los Angeles, CA 90079-1777 (213) 627-3737 Fax (213) 623-5707 Classified Advertising Fax (213) 623-1515 www.apparelnews.net webmaster@apparelnews.net</p> <p>PRINTED IN THE U.S.A.</p> <p>CIRCULATION VERIFICATION COUNCIL</p>
--	---	---



FCI Student Design
Karoline Goncalves

FCI FASHION SCHOOL

3-MONTH PROGRAMS

- Fashion Design
- Menswear Design
- Handbag Design
- Fashion Styling
- Fashion Merchandising
- Shoe Design

Day & Night Programs Starting Now!

www.fcifashion.com
213.688.4936

PROFESSIONAL SERVICES & RESOURCE SECTION

ACCOUNTING SERVICES

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

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

TEL: 818.244.7200
HOVIK@HMKCPA.NET

CONTRACTOR/HANDBAG

Cutting/Sewing

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

BELLAS FASHION

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

(714) 709-3035

Fax: (714) 556-5585

bellasfashion.com

PRIVATE LABEL

SWIM
ACTIVEWEAR
FULL
PACKAGE
SERVICE

SOVEREIGN SKY INC. (SSQ)

Small production runs welcome
Competitive Prices | Great Customer Service

Los Angeles Sample Room

NOW OPEN!

Full sample development & production service
China and USA

--CONTACT US NOW--

SSIPrivateLabel.com

Emily@ssiprivatelabel.com

(626) 327-3344

RONALD S. CHEIFER CPA

ACCOUNTING AND TAXATION
SERVICES FOR THE APPAREL
INDUSTRY. A SPECIALTY 40
YEARS OF SERVICE IN THE
CALIFORNIA MARKET CENTER

110 E. 9TH STREET SUITE A718
LOS ANGELES, CALIFORNIA 90079
TELEPHONE (213) 622-5033
rbr01@aol.com

MODEL SERVICES

Rage
MODELS

"Real Models for Real Clothes for Real People ®"

PRO FIT MODELS
ALL SIZES AVAILABLE

TEAMRAGE@RAGEMODELS.COM
818.225.0526

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

SEWING MACHING CONTRACTOR

ACE SEWING
MACHINE INC.



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

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

Professional Services & Business Resources Contact Terry Martinez 213-627-3737 for information.

CLASSIFIEDS

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

www.apparelnews.net

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

Jobs Available

....GARMENT DYE COORDINATOR (PFGD)..... NEXT LEVEL APPARE

Schedule fabric need based on orders. Schedule sewing lines. Prepare Dye POs according to plan. Make sure dye houses have work every day. Track fabric garment dye inventory in warehouse. Prepare out-bound garments to dye house. Coordinate incoming and outgoing shipments from warehouse to dye house. Actualize POs to allow packing labels to be printed once garments are packed. Requires EXCELLENT Excel skills. Planning/scheduling exp. a plus. Associate degree with min. 2 years exp.
Send resume to: maggie@nextlevelapparel.com
Please note in the subject of email: PFGD

SALES ADMINISTRATIVE ASSISTANT

Analyze selling from accounts. Create line sheets and review/revise purchase orders. Data entry. Proficient in MS Office. Organizational skills.
Resume: rita@danielrainn.com

..TECHNICAL DESIGNER

Min. 2 yrs. Determine compliance of specs, constructions and quality. Resolve fit issues, construction details, grading & pattern knowledge. Proficient in outlook, Excel, & paint.net. Resume: meimo@danielrainn.com

Jobs Available

swatfame

truth in fashion®

ASSOCIATE DESIGNER

We are seeking Associate Designer for Kids division must have 2-3 recent yrs exp. Exp. in Walmart Kids market a plus. Must be able to meet deadlines and must be extremely organized. Must be Proficient in Photoshop and Illustrator.
Please resumes to: Hr@swatfame.com

Buy, Sell and Trade

WE BUY ALL FABRICS AND GARMENTS

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

•WE BUY ALL FABRICS AND GARMENTS

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

Jobs Available

HR MANAGER - SEWING FACTORY

YS Industries is seeking an experienced HR Mgr with at least 5 years exp. in a sewing factory. Sewing factory experience is a requirement. Must know recruiting, on-boarding, employee relations, benefits, performance management.
Send resume to: maggie@nextlevelapparel.com

PRODUCTION CLERK

Bright, organized, and energetic individual for busy Knitting Mill. Attention to detail and good communication skills necessary. Willing to train the right candidate.
Please email resume to: annat@antexknitting.com

SALES EXECUTIVE

Solicit orders. Present/sell collection to fashion buyers from wholesale and boutiques from accounts. Prepare line sheets/samples for tech pack meeting. Proficient in MS Office.
Resume: rita@danielrainn.com

Real Estate

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

SPACE FOR LEASE

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

Hyperlink your ad for best results

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

COMING SOON IN CALIFORNIA APPAREL NEWS



October 12

Cover: LA Runway
Textile Show Wrap
LA Market Wrap

Bonus Distribution

Fashion Market Northern Calif. 10/21-23
Dallas Market Week 10/24-27



October 19

Cover: Fashion
Made in California
Denim Focus
Technology Industry Voices

Made in California Advertorial

Denim Advertorial



October 26

Cover: FMNC Coverage
New Resources
T-Shirt Report
Denim Report
RFID/Sensors

T-Shirt Advertorial

Technology Advertorial



November 2

Cover: Denim
Real Estate
Import/Export
Designer Profile
Activewear
T-Shirts

Denim Advertorial

Fashion Advertorial

Print/Online Sample Sales
Special

CALIFORNIA
ApparelNews

Call now for special rates
Terry Martinez (213) 627-3737 x213

Go Beyond the News and Behind the Scenes



we're blogging

The editors and writers of
California Apparel News
are blogging at

ApparelNews.net/news/blogs

CALIFORNIA
ApparelNews

A woman with her hair pulled back, wearing a strapless white dress with a vibrant, multi-colored floral pattern. She is resting her chin on her hand, looking thoughtfully at the camera. The background is a dark, monochromatic floral pattern that complements the dress. The overall mood is elegant and artistic.

EPSON[®]

EXCEED YOUR VISION

**DIGITAL FABRIC
PRINTING**

epson.com/fashion

EPSON is a registered trademark and EPSON Exceed Your Vision is a registered logomark of Seiko Epson Corporation. Copyright 2018 Epson America, Inc.