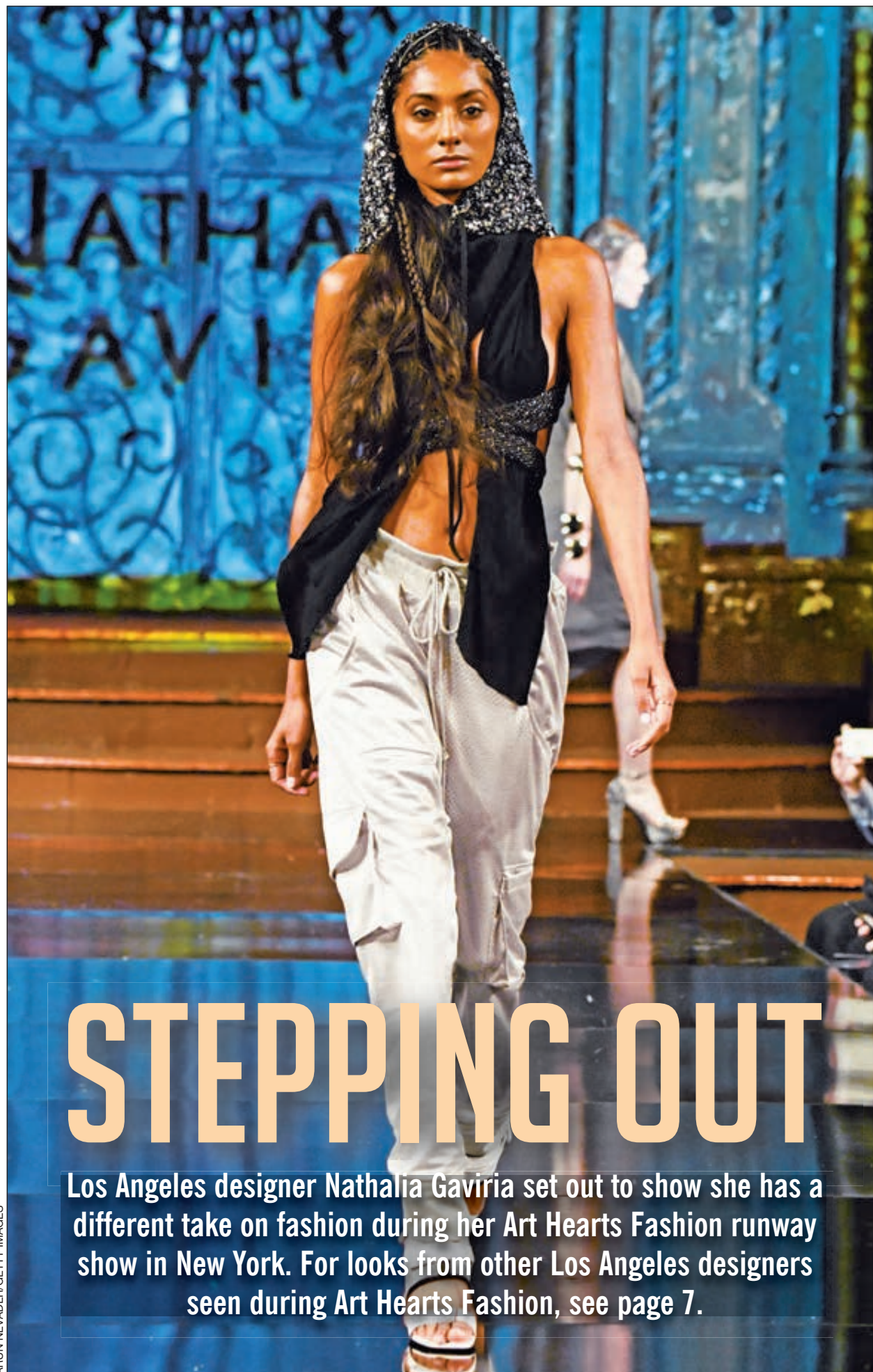


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STEPPING OUT

Los Angeles designer Nathalia Gaviria set out to show she has a different take on fashion during her Art Hearts Fashion runway show in New York. For looks from other Los Angeles designers seen during Art Hearts Fashion, see page 7.

ARUN NEVADER/GETTY IMAGES

L.A. Retail Real-Estate Scene Outpaces Some Parts of the U.S.

By Andrew Asch *Retail Editor*

E-commerce business has been skyrocketing, but judging from retail vacancies in Los Angeles County, bricks-and-mortar retail is still a contender.

Retail vacancies in Los Angeles County were a low 4.0 percent in the second quarter of 2018, according to **JLL**, a Chicago-area commercial-real-estate investment-management company.

This vacancy rate represents a slight uptick from 2017, when vacancies were at 3.9 percent. But it is lower than the 5.9 percent vacancy rate seen in 2009 at the height of the Great Recession, according to JLL.

Core prices for Los Angeles County retail real estate range from \$6 to \$10 per square foot for popular retail streets, according to Houman Mahboubi, JLL's executive vice president. But prices can skyrocket to \$90 per square foot for the

➔ **Retail Real Estate** page 8

Fashion Domino Knocks Down E-Commerce Roadblocks for Apparel Manufacturers

By Dorothy Crouch *Associate Editor*

The importance of e-commerce continues to grow as manufacturers seek tools to fortify their relationships with buyers.

LA Showroom and **FashionGo** have been offering on-line business-to-business wholesale platforms for nearly 20 years. But **Fashion Domino** is a relatively new upstart launched last spring to provide a more affordable service tailored to manufacturers' needs through a platform created by their peers who have been in the business and know the challenges that apparel brands face.

"A lot of these sites are filled with resellers—people who buy from other manufacturers and sell at wholesale," said Yul Kwon, a 16-year apparel-industry veteran who is a board

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TEXTILE PREVIEW

With TECH FOCUS

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Trump Administration to Impose \$200 Billion in New Chinese Tariffs

The Trump administration announced it is imposing a 10 percent tariff on \$200 billion worth of Chinese goods starting Sept. 24. That tariff could be raised to 25 percent at the beginning of the year if the Chinese continue with their “unfair trade practices.”

“As part of the United States’ continuing response to China’s theft of American intellectual property and forced transfer of American technology, the office of the United States Trade Representative today released a list of approximately \$200 billion worth of Chinese imports that will be subject to additional tariffs,” the USTR said in a press release.

This is in addition to \$50 billion in tariffs the U.S. imposed in July and August on mostly electronic goods. And Trump is threatening to add tariffs to another \$200 billion in Chinese goods, which would cover just about everything the United States imports from that country.

The most recent tariffs cover some 5,745 items, which include textiles, handbags, yarns, embroidery, and leather and fur apparel as well as other goods including electron-

ics, seafood, produce, cigarettes and beauty products. So far, apparel and footwear are not on the list. But they could be as the Trump administration threatens more tariffs.

Changes in the proposed list were made after the U.S. Trade Representative and the interagency Section 301 committee sought and received comments over a six-week period and testimony was held during a six-day public hearing in August about what should be excluded and included. After those hearings, 297 tariff lines—including certain health and safety products such as bicycle helmets, car seats and playpens—were removed from the proposed list.

The **National Council of Textile Organizations** successfully lobbied to remove rayon fiber and certain dyes and chemicals from the list. “The U.S. textile industry requested the exclusion of these products because they are not available domestically, and China is the only significant source of supply,” said Auggie Tantillo, the chief executive of the NCTO.

“Despite yesterday’s announcement, the U.S. textile industry remains of the belief

that the administration’s strategy to impose tariffs on inputs is not the most effective approach to penalize China for its rampant abuses of intellectual-property rights in our sector,” Tantillo added. “Added tariffs on finished Chinese textile home furnishings and apparel is the most effective sanction the United States could impose on China because like products from the NAFTA [North American Free Trade Agreement] and CAFTA [Central American Free Trade Agreement] regions, using U.S.-made textile inputs immediately become more competitive, thereby incentivizing the re-shoring of textile manufacturing jobs.”

The United States said the tariffs were being imposed because China uses joint-venture requirements, foreign-investment restrictions and licensing processes to require or pressure U.S. companies to transfer their technology to Chinese companies. China also deprives U.S. companies the ability to set market-based terms in licensing and other technology-related negotiations.

“Unfortunately, China has been unwilling to change its policies involving the unfair ac-

quisition of U.S. technology and intellectual property,” the U.S. Trade Representative’s office said.

Rick Helfenbein, the president and chief executive of the **American Apparel & Footwear Association**, said his members who are apparel and footwear importers were saddened by the decision.

“We are extremely disappointed that President Trump has, once again, decided to impose a huge new tax on American consumers and manufacturers,” Helfenbein said. “During the public review process, AAFA and many of its members detailed the extreme damage this new tax will do to our industry, our nearly 4 million U.S. workers and to every American family. It seems most of those pleas were ignored. Instead, today’s announcement shows a deep disregard for American businesses, American workers and American families, who will be negatively impacted by this decision. This is a very dangerous game to play, one that will not end with a winner.”

China is retaliating by imposing its own \$60 billion in tariffs on U.S. imports.

—Deborah Belgum

The Los Angeles City Council Votes to Ban Fur Sales

Los Angeles has become the largest city in the United States to take a big step toward banning the sale of fur. Sales of vintage and used fur are exempt.

The proposed ban, approved by a 12-0 vote on Sept. 18, will not go into effect for two years, said Paul Koretz, an L.A. city councilman and a sponsor of the bill.

“It will disrupt the industry, but we’re go-

ing to make the transition as smooth as possible,” he said. “Los Angeles is one of the fashion capitals of the world. If you can do it here, you can do it anywhere. We hope that New York, Chicago and Miami are watching.”

City Councilman Bob Blumenfeld co-presented the motion to ban fur, which was seconded by Councilman Mitch O’Farrell.

The Los Angeles City Council asked City Attorney Mike Feuer to draft an ordinance considering how the ban will be enforced. The City Council will vote on the ordinance at a later date.

Los Angeles is the latest California city to support a fur ban. In March, San Francisco banned fur. Last year, Berkeley passed a fur ban, and five years ago, West Hollywood was the first city in California to pass a fur ban.

Keith Kaplan, director of communications for the **Fur Information Council of America**, said that his organization will embark on a larger campaign to educate the public and politicians on the possible consequences of a fur ban.

“If you look across the California landscape, there is a lot of talk about basing laws on lies,” Kaplan said of recent federal roll-backs of Environmental Protection Agency regulations. Kaplan contended that the videos used by anti-fur activists to lobby for the ban were staged.

Fur advocates contend that the ban will cost the economy thousands of jobs and it

will end up hurting the environment because faux fur and faux leather are petroleum-based products. When washed, plastic microfibers used in these synthetic products threaten marine life.

Kaplan warned that a fur ban—which would include clothing, hats, handbags and footwear—will put in motion bans on other animal products. “Do you give government the right to take away your freedom of choice of what you want to buy: meat, silk, wool or leather?” Kaplan asked. “The right of a social minority to eat and dress the way they want should be respected.”

Marc Ching, founder of the **Animal Hope and Wellness Foundation**, said that he conducted many undercover investigations of the fur trade and consistently found horrific abuses.

“Los Angeles has taken an ethical and moral stand that cruelty to animals is not acceptable. The fur ban is not just about creating animal welfare, it is about creating a more humane community, about being in line with this city’s values,” Ching said in a statement.—Andrew Asch



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German Trade Show Producer to Buy a Stake in Liberty Fairs

Berlin-headquartered trade-show company **Premium Group** announced it is buying a minority stake in the U.S.-based **Liberty Fairs Fashion Group**.

Liberty Fairs produces prominent trade shows including the biannual **Liberty Fashion & Lifestyle Fairs** in Las Vegas. It also produces the beach-lifestyle show **Cabana** in Miami Beach, Fla. In April, it acquired the **Capsule** trade show for an undisclosed amount.

Premium produces Berlin-based trade events, including its namesake show, **Premium**, which exhibits menswear, womenswear, sportswear, athleisure wear, footwear and accessories as well as beauty and fragrance products. More than 1,000 brands are scheduled to exhibit at the next Premium show, which runs Jan. 15-17 in Berlin.

Premium also produces the business-to-consumer event **Bright**, which is a three-day skateboarding festival.

The Premium Group deal, announced

Sept. 17, will help Premium and Liberty expand internationally, said Sam Ben-Avraham, founder of the Liberty Fairs Fashion Group.

“This deal gives us the opportunity to officially join forces as Premium Group explores the trade-show market in the U.S. and as we evaluate different options in taking Liberty, Capsule and Cabana to Europe,” he said in a statement.

Anita Tillmann, managing partner of the Premium Group, said the deal would be an avenue for growth. “There is a huge opportunity to provide state-of-the-art events focused on commerce, community and relevant content in order to better serve the changing needs of brands and retailers,” she said in a statement.

The Premium Group will be introduced at Liberty Fairs’ February 2019 show in downtown Las Vegas, and it will be developing a new womenswear concept in New York City, according to a joint statement from Premium and Liberty Fairs.—A.A.

The Many Ways 3-D Technology Is Changing Fashion

By Paula Levy *Contributing Writer*

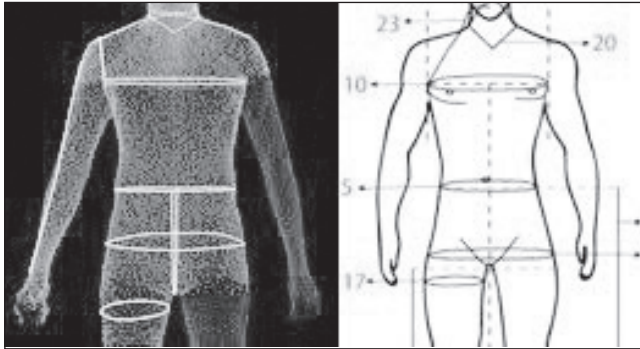
The **IHL Group**, a global research and analysis company, has reported a loss of \$8.4 billion annually for fashion and retail due to returns for wrong sizing and fit. This makes 3-D technology for fashion and retail one of the fastest-growing technologies, with proven value for design and product development as well as consumer engagement.

3-D technology encompasses 3-D scanning, printing, CAD/CAM and virtual reality and is used in many phases of the product lifecycle, from design and product development to fit and quality testing.

Traditionally, designers worked with sketches drawn on paper and draping fabrics on a dress form. Today, fashion designers are using 3-D design tools to create both 2-D and 3-D illustrations and visualizations. Digital mannequins are now used to drape fabrics, not only saving time but also gaining accuracy.

3-D modeling of a garment or footwear is used prior to product development, which allows for fast digital iterations and increased accuracy, which of course also saves money. **Adidas**, the sportswear and athletic footwear brand, developed the first 3-D printed mid-sole as a component in a ready-to-wear shoe, tailored specifically to the needs of the individual end user and manufactured on-demand.

Patternmakers use 3-D garment simulation to test their pattern blocks and grading to make sure that the patterns are aligned to the fit model. Body scans create the avatar, which



greatly reduces any chance of misinterpretation. Draping of fabric and how it sits on different body types becomes easy. These digital models and product designs can also be used in the sales process to show customers and buyers product designs in 3-D.

Who's using this technology today? According to a recent report in the **Associated Press** on how 3-D tech is upending the fashion world, there are many brands taking advantage of this progressive technology.

Levi Strauss & Co. is using it in its development facility, where designers are making changes to 3-D rendered designs and sending digital files to the factory for mass production, shortening the design time to one week or less.

Tommy Hilfiger, the iconic lifestyle brand, is using an interactive 3-D touch-screen table where buyers can view every item in a collection and create custom orders.

The **UGG** brand, known for its sheepskin boots, is using digital-design iterations of its classic boot in multiple colors, eliminating the need for samples in each color, helping to reduce costs and increase speed.

Here are some of the pre-eminent technology solutions for 3-D modeling and design for the apparel and footwear markets:

- **Lectra Moderis 3D Fit** is a virtual modeling and design prototype solution for physical samples, grading and fit sessions.

- **Gerber Accumark 3D** is a design solution that visualizes samples, patterns and fit sessions.

- **EFI Optitex Pattern Making** recently launched the 3D Design Illustrator to validate and customize 3-D garments in **Adobe Illustrator**.

- **Tuka3D by Tukatech** is a design software tool for virtual fit, sample management and buyer presentations. The company also offers fit-model scanning, creating an animated model that can run, dance and move for more accurate fit testing.

- **Browzwear** offers a few different models. **VStitcher** is a 3-D virtual prototype for technical designers and patternmakers. It converts 2-D patterns into 3-D models and prototypes. **Lotta** is a 3-D fashion-design solution that takes 2-D designs into **Adobe Illustrator** to produce 3-D images.

- **Romans CAD** is specifically for footwear and leather goods, offering 3-D prototyping and modeling for the details of soles, uppers and lasts.

- **Adobe Illustrator** is embedded or integrated into the majority of PLM solutions on the market today precisely for its 3-D object-creation capabilities. Such PLM providers as **Visual Next** are integrating Adobe to allow designers to work in 3-D to save on PLM.

- **[TC]² Labs, Size Stream and TelMat SymCAD III** all offer 3-D body scanners. **[TC]²** has collected 12,000 scans of women and men in the United States, delivering size data to the apparel industry with its **SizeUSA** database. Scanners come in the form of booths, handhelds and scales and vary in size and price.

Solving the fit issues with 3-D technology delivers value to manufacturers, retailers and consumers. This innovative technology is definitely one that is here to stay. ●

Paula Levy is the Chief Strategy Officer for Demand Worldwide. She is a business-technology strategist whose focus is assisting retailers and brands in transforming their marketing and customer engagement strategies with the adoption of new technologies and business practices.

Fashion Domino *Continued from page 1*

member of the **Korean-American Apparel Manufacturers Association (KAMA)** and the **L.A. Fashion District Business Improvement District**, as well as a consultant to Fashion Domino. "The manufacturer sells it at \$10 and the reseller is going to sell it at \$20. Guess who sells more? The reseller."

In 2016, members of the Los Angeles-based KAMA recognized a need for an on-line wholesale platform that would address their need rather than a site that is managed by technology-focused developers. At five months old, Fashion Domino now includes more than 20 investors and 100,000 products from 130 member brands.

Compared with exorbitant online rates at competitor sites, Fashion Domino doesn't charge advertising fees for the first 12 months of membership nor any hosting fees. Members of KAMA are automatically given access to the platform through their \$450 membership fee. Nonmembers of KAMA may join Fashion Domino for the same rate.

"The main thing that makes us different from other sites is that we're not asking for a hosting fee," Kwon explained. "We're going to charge for ads after one year of membership and you have to be a manufacturer to be on the site."

Through Fashion Domino, Kwon hopes to provide manufacturers with a better return on investment than other apparel B2B platforms. He noted that over the last five years he has seen advertising rates for banner ads and placement increase on some sites by as much as 900 percent, with bidding wars leading to a 1,400 percent increase for one advertisement.

"People are suspicious and leery of online platforms, and they're spending a lot of money to keep up with sales," he said. "It's not a great ROI with those kinds of ad fees, but it also says something about the importance manufacturers are placing on the online distribution channel."

Members of Fashion Domino recognize that competitor sites have an established following and that their new site requires time to grow. As members develop marketing strategies to maximize their reach on Fashion Domino, they are

beginning to field orders from interested buyers, without the challenges of selling on other sites.

"The cost of doing business on other sites was becoming a bit of an issue—commissions, advertising. It's getting so competitive and the cost has gone up drastically over the last four or five years," said Joe Song, owner of the Los Angeles women's apparel brand **Glam**. "Fashion Domino is a great alternative that came out just in time."



By positioning Fashion Domino as a platform created by manufacturers for manufacturers—rather than a site created by developers for manufacturers—the site has carved out a unique space in the B2B online wholesale environment. Song also feels a sense of camaraderie with the Fashion Domino staff, which gives him more comfort.

"They have personnel who understand our side of the business, so it's easier to talk to them because they already know what we're thinking," he said. "They also have everything the other sites have. It's all there."

While the site began due to the needs of Los Angeles

apparel manufacturers, investors are interested in reaching more buyers who might not be able to travel to the city often. As online sales continue to occupy a larger portion of buyer investment, manufacturers need to invest in the most efficient, time-saving tools that will reach existing and potential partners.

"[Fashion Domino] is a one-stop-shopping website with all the vendors that are in there already and a lot of people who are out of state who can't come to Los Angeles every week to buy," said Los Angeles' **Cello Jeans** Vice President Adam Lee, a Fashion Domino member and an investor. "About 35 percent of our sales for the year are online. We've seen many boutiques ordering online as opposed to walking in."

With the increase in online sales, some members see a complementary relationship between building a strong online presence and growth through traditional sales methods such as trade shows. At **Doe & Rae**, a Los Angeles womenswear brand, sales manager Eric Do explained that his company's online sales growth has helped his trade-show figures.

"The online marketplace can't rely only on a preorder system, whereas the trade shows provide that," he said. "If you have the online presence and you attract new customers, they will try a test order of one or two things for immediates and, if they like it, they will come see you at the shows."

Kwon sees great potential for Fashion Domino, as a new resource for online B2B wholesale apparel, to collaborate

with businesses in the neighborhood where it was created and beyond. Noting that all the investors for the platform are part of the L.A. Fashion District, he emphasizes that the platform is a tool that will not threaten the neighborhood's apparel-business community but support it.

"We don't feel like we're going to replace the Fashion District," he said. "We believe that with Domino we can all work together. We want the vendors and manufacturers to have control of this channel so they can support their physical showroom, they can support their reps and they can support their booth at **MAGIC**." ●

Ariana Gomez to Depart L.A. Fashion District BID

After seven years of working with the **L.A. Fashion District Business Improvement District**, the organization's director of marketing and external relations, Ariana Gomez, will leave on Sept. 21 to pursue other career interests in content strategy with an unnamed swimwear brand.

Working with the L.A. Fashion District BID since January 2012, when she started as a public information coordinator, Gomez rose through the organization and was promoted to marketing and public-relations manager in January 2014, according to her **LinkedIn** profile.

She was promoted to her most recent role of director of marketing and external relations in May, working under the leadership of the organization's executive director, Rena Masten Leddy. Citing achievements such as building the organization's social-media and online presence, rebranding efforts and event launches that included the Urban Dinner Party and Win-

ter Wonderland, Masten Leddy explained how Gomez helped to cultivate the Fashion District BID's brand following the Great Recession.

"With a very small marketing budget and no other staff, Ariana created a robust website and social-media platform for the district, which includes more followers and views than any other downtown organization in California," she said. "She will be greatly missed and we wish her well as she moves on to further her career in the fashion industry."



Ariana Gomez

A graduate of the **University of Southern California**, Gomez received a bachelor of arts degree in public relations with a minor in psychology. Prior to joining the L.A. Fashion District BID, she worked in different public relations and communications roles with companies including **Williamson PR**, the **Lily Kate Showroom** and **MassMedia Corporate Communications**.—*Dorothy Crouch*

Liz Muñoz Appointed CEO of Torrid Inc.

Torrid Inc. announced the appointment of Liz Muñoz to lead the fashion retailer as chief executive officer. As the plus-size fashion segment continues to receive more attention and consumers who shop this corner of the market are afforded more options, Muñoz expressed her excitement as she looked forward to leading the brand.

"Being chosen to lead Torrid as CEO is an opportunity that, as a first-generation American Latina, has surpassed my wildest dreams," she said in a statement. "At a time when being curvy, unique and comfortable in your own skin is finally cool, I can't think of a more exciting time to be in this business when more than 80 percent of women in the U.S. wear our sizes."

After joining Torrid in 2010, Muñoz dedicated herself to promoting the company's "First at Fit" mission, which led the brand to develop designs that complemented curvy fe-

male consumers. Through this initiative, Muñoz repositioned jean pockets, waistbands and inseams and worked with engineers to develop bra sizes up to 50H. These efforts allowed Muñoz to fit more than 36,000 Torrid pieces on professional size 18 models over the course of 3½ years.

"As a 'big girl' myself and a mother of two boys, focusing on fit for the Torrid woman isn't just a trendy or business-oriented move, it's deeply personal to me," Muñoz said. "Long before other mainstream retailers jumped on board, fit has been part of our DNA."

Before she began working with Torrid, based in the City of Industry, Calif., Muñoz worked with Los Angeles-based **Lucky**

Brand Jeans as the company's president. After receiving her promotion to become Torrid's CEO from her previous position as president, she started working in her new role on Aug. 29.—*D.C.*



Liz Muñoz

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Calendar

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International Lingerie Show
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Las Vegas
Through Sept. 26

Sept. 25

Lineapelle
Fieramilano
Milan, Italy
Through Sept. 27

Las Vegas Souvenir & Resort Gift Show
Las Vegas Convention Center
Las Vegas

Through Sept. 28

Sept. 27

California Fashion Association's luncheon benefiting the California Fashion Foundation
California Market Center
Fashion Theater
Los Angeles

Oct. 1

Coast
The Moore Building
Miami
Through Oct. 2

LA Majors Market
California Market Center
Los Angeles
Through Oct. 2

Oct. 3

LA Textile Show
California Market Center
Los Angeles
Through Oct. 5

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on ApparelNews.net.

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NEW RESOURCES

Huf Introduces a Collection for Women

Huf made its reputation as a men's skate and streetwear brand, but since its very first day women have been wearing its T-shirts and hoodies.

With that kind of popularity, the Los Angeles-based brand recently introduced a women's collection called **Delores**, which goes beyond the basically unisex hoodies and T-shirts

hooded sweater. There's also a hoodie with kimono-like sleeves and crop-top tees. Another look is a top with a high neck.

There are also a lot of graphic T-shirts, hoodies with the brand name as well as denim jackets with an all-over print with the Huf name. Accessories including belts are part of the new collection.

Huf's success with its men's styles gave the brand the means to open a Los Angeles boutique in 2015 as well as an outpost in New York City and five stores in Japan. But the success with the menswear line doesn't guarantee a home run with women's fashions, said J'Net Nguyen, a consultant who will be teaching a course in fashion and social media at the **University of Southern California** in January.

"A lot of these brands want to start women's lines because women buy a lot more clothing. If you have a guy's line, it should be a logical step to do a women's line," she said of brands expanding their markets. "But they can't market women's clothes the way they market to skater boys. They have to approach it differently."

Surf brands started out selling boardshorts and tees to boys and men. But when they started manufacturing bikinis for women, their marketing campaigns were different for a new set of consumers, she said.

Delores' retail price points will range from \$28 to \$180, Kelly said. The collection will be sold at Huf's bricks-and-mortar boutiques and online in Japan. Eventually, it will be wholesaled in America.—*Andrew Asch*



female fans have purchased in the past, said Ben Kelly, Huf's marketing director.

"Everything starts with Huf's DNA," Kelly said. "But you need to design different fits for the female audience."

Huf's Japanese distributor hired a team of female designers to shape new looks for the Delores collection, which is inspired by Huf's Fall 2018 menswear line.

The Delores collection also offers some women's-only looks, which include a hoodie dress that basically lengthens the hem of a

TRADE SHOW REPORT

Intimate Environment Rules at the OC.Mix Show

You won't get lost at the **OC.Mix Show**, a compact trade event organized twice a year by apparel company **Z Supply** at its company headquarters in Irvine, Calif.

Because of space limitations, there are rarely more than eight vendors at the show, which was launched a little more than two years ago. The focus is on attracting nearby retailers in areas such as Orange County and beyond.

The vibe is distinctly casual and friendly with a buffet lunch eaten at picnic tables out back and one large room with tall windows looking out on greenery to house the vendors, who set up tables and not booths.

Buyers are treated to a complimentary breakfast, lunch, and wine-and-cheese happy hour both days.

At the latest show, held Sept. 11–12, seven vendors carrying some 27 contemporary clothing and accessories brands populated Z Supply's 1,500-square-foot corporate showroom.

California retailers came from as far away as Catalina Island and San Diego County as well as from Newport Beach and the adjacent Balboa Island.

"The OC.Mix show is such an intimate shopping experience," said Talia Hancock, owner of the **Talia Boutique** in Newport Beach. "I was able to take my time and curate a collection from lines that I might not normally have seen at a bigger trade show."

Eileen Burke—who owns **Queen Eileen's** in Palm Desert, Escondido and Del Mar—thought the show was convenient because of its location between San Diego and Los Angeles. "It allowed me the opportunity to see my current vendors and be exposed to new ones in a calm and relaxed setting," she said.



The Rande Cohen space at OC.Mix

Vendors attending the show appreciated the intimate vibe and casual ambiance at a show where everyone seems to work well together.

This was the second time Rande Cohen, whose self-named showroom is located in **The New Mart**, showed at the event with her brands, which include **PJ Salvage**, **Oats Cashmere**, **Lola & Sophie** and **Wooden Ships**. "I thought the show was great. I was able to see a lot of people I would normally not see," she said. "It was a relaxed environment, parking was great because it was free, and they served a delicious lunch. Buyers could come in, get everything done in two hours and leave."

This was also the second time Israel Ramirez, the owner of the **Siblings Showroom** at the **Cooper Design Space**, exhibited at the show. He and sales representative Hannah Faris saw mostly stores from Orange County. "We were happy to be at the show," he said. "Z Supply did a good job of making it an intimate, well-served show. It is a collaborative effort. Everyone works together to do their part to make sure the show is busy."—*Deborah Belgium*

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Los Angeles Designers Show at Art Hearts Fashion During New York Fashion Week



Argyle Grant Argyle Grant Argyle Grant Candice Cuoco



Fernando Alberto Atelier Mister TripleX Mister TripleX



Candice Cuoco



Fernando Alberto Atelier



Candice Cuoco Fernando Alberto Atelier Fernando Alberto Atelier



Mister TripleX Nathalia Gaviria Nathalia Gaviria

A handful of Los Angeles designers stepped onto the runway during **Art Hearts Fashion's** five days of runway shows held at the **Angel Orensanz Foundation** building, originally built in 1849 as a neo-Gothic Jewish synagogue on the Lower East Side.

The shows—featuring nearly 100 designers and held Sept. 6–10—coincided with the bevy of fashion shows held during **New York Fashion Week**.

The second day of Art Hearts Fashion, organized by Erik Ro-

sete, expanded to the **Pier59 Studios**, where Madeline Stuart showcased her **21 Reasons Why** collection to a standing-ovation crowd.

Art Hearts Fashion will be front and center during **Los Angeles Fashion Week** for the Spring/Summer season with shows Oct. 11–14 at the **Majestic Downtown**, a former bank building constructed in 1924 in downtown Los Angeles.

—Deborah Belgium

Academy of Art University Students Shake It Up During NYFW



Longwen Li Lusha Wang Snezana Anicic-Van Pelt Tingting Cai Vivid Yunan Ma
Kiwon Kang

Changsheng Yu Jessica Lai Justing Kong Jiang

The fashion students from the **Academy of Art University** in San Francisco hit the runway during **New York Fashion Week**, showing their avant-garde and creative collections for both Spring and Fall 2019 at **Pier59 Studios**, located on the Chelsea Piers in Manhattan.

This year, 17 designers from the master's of fine arts degree program presented on Sept. 8 a total of 11 womenswear and two menswear collections, showing off their out-of-the-box views on fashion and textile design.

Simon Ungless, executive director of the academy's School of Fashion, said the lineup of styles showed the designers' abilities to explore their individual spirit while mastering the craft of design.—D.B.



Mark Kazu Mekaruru
Katy Fang Liu
Amo Chou



Nicholle Jones



Yoonsuk Lee



Zhihan Liu



Zibo Wang

Retail Real Estate

Continued from page 1

most exclusive properties on streets such as Rodeo Drive in Beverly Hills, Calif.

But vacant storefronts have upended this thriving picture, especially in well-to-do Los Angeles neighborhoods, including Robertson Boulevard, parts of West Hollywood, and malls such as **Hollywood & Highland**, where several high-profile retailers—including **Guess**, **Bebe**, **Qwest** and **Oakley**—have shuttered their stores in recent months.

L.A. County stands on the opposite end of Manhattan in New York City, which is considered the top retail market in the United States. For the past couple of years, news stories have detailed an alarming increase in vacancies.

A survey by real-estate company **Douglas Elliman** noted that about 20 percent of all retail space in Manhattan was vacant, according to a Sept. 2 article in the *New York Times*. Skyrocketing rents and a shifting retail market were given as reasons for the empty storefronts.

Los Angeles County retail real estate is not as expensive as New York's. Car-obsessed Los Angeles offers fewer pedestrian shopping districts than Manhattan does. Los Angeles also benefits from being an entertainment capital, said Jay Luchs, vice chairman of **Newmart Knight Frank**.

"Los Angeles is getting hotter and hotter for brands that are starting out as well as established brands," he said. "The entire world's eyes are focused on L.A."

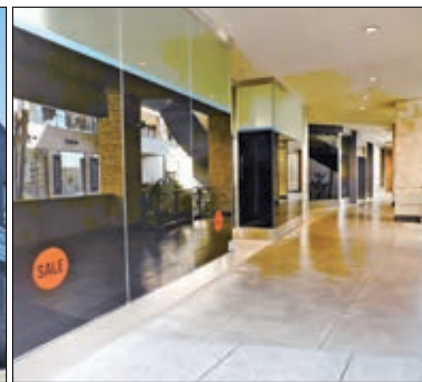
More and more celebrities are being tapped to promote apparel brands. People pay attention to every detail in the pictures and videos that end up in social media, magazine stories and news segments shot here. It pays to have retail space in the best parts of



Vacant storefront by Melrose and San Vicente in West Hollywood



By La Brea and Melrose in Los Angeles



Hollywood & Highland vacancies



By Melrose and San Vicente in West Hollywood



By Melrose and Fairfax in Los Angeles



By Melrose and Fairfax in Los Angeles

Los Angeles, Luchs said, because it's akin to having a billboard.

However, outside of the most fashionable enclaves of Beverly Hills, West Hollywood and some beach areas of Los Angeles County, retailers have to fight for every dollar they get, he said.

The business of retail streets is similar to the fortunes of malls, Luchs said. The best

malls are thriving while B, C, and D malls are hurting. However, unique brands still have the potential to pioneer new streets.

"If a retail brand is that good, people will travel to wherever they are," Luchs said. He credited the popular **Supreme** brand for bringing a better retail scene to Los Angeles' Fairfax Avenue, which featured no high-end boutiques more than a decade ago.

With around 4 million people living in the city of Los Angeles, traffic always seems to be congested, which, surprisingly, can be a great thing for retail, said Greg Briest, a JLL associate. "As a market, Los Angeles is very unique because there is such a widespread area that ranges from Malibu to downtown Los Angeles. There's no solid transportation to get all over the city. Most people live,



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Continued from previous page

work and play all in the same area. It is causing, in effect, new retail corridors to emerge.”

One recent major retail success story is Abbot Kinney Boulevard in the hip seaside Los Angeles suburb of Venice, which previously did not have luxe boutiques and restaurants. In the past decade, it has become an important retail and restaurant district and is considered one of the best in the area.

Los Angeles County vacancy rates are kept low because landlords have been able to roll with the punches, said Rafael DeAnda, a market analyst for **CoStar Group**, an international commercial-real-estate company.

“Our landlords are lowering their expectations to prevent too much vacancy,” DeAnda said. “They’re being very proactive about allowing nontraditional retailers in their properties.”

Where big-box retailers have moved out, gyms, medical offices and restaurants have moved in.

Nevertheless, bricks-and-mortar retail will continue to be challenged, said Michael Koss, owner/operator of the **Malibu Country Mart**, a luxury retail center in Malibu, Calif.

“The Internet has had a tremendous impact on retail across Amer-

ica. I think that we have too much retail. It is true across the country,” he noted.

Winners in the bricks-and-mortar business will be restaurants and service retail stores such as hair salons, he said. Enclaves mixing high-end retail and attractions such as entertainment will also continue to thrive.

“If you sell things and not services, you have to offer things that attract people—free parking or being located near the beach,” he said.

The Malibu Country Mart offers a sense of place along with picnic areas and high-end boutiques located across the street from the beach.

Another retail center that offers entertainment is the **Irvine Spectrum** in Irvine, Calif. Along with high-end stores, it offers a carousel, a Ferris wheel, play areas for children and seating areas to relax.

Koss also said perks like

that are key to doing business in areas where consumers have the means to support high-end retail.

Koss also warned that landlords shouldn’t rely on pop-up shops, which have been an increasingly familiar sight in the past decade on retail streets and malls.

“They give substantially less rent,” Koss said. “It’s hard to support debt if you have too many pop-ups.” ●



Vacant storefront around Melrose and San Vicente in West Hollywood

Gap Inc. Introduces New Menswear Line: Hill City

In mid-October, **Gap Inc.** is scheduled to release a new clothing brand called **Hill City**, a men’s performance-wear label geared toward the active guy who exercises, bikes, runs or just likes to hang out in athletic wear.

“Active is a key growth area for Gap Inc., and Hill City is our response to consistent feedback from customers looking for a premium men’s product that combines highly technical fabrications, performance and style,” said Art Peck, Gap’s president and chief executive officer, in a statement.

Hill City will offer technical clothing for exercising and meeting with friends, said Noah Palmer, the brand’s general manager.

The new label by the San Francisco company will be sold exclusively on the e-commerce channel (www.hillcity.com). Some of the line’s pieces will be displayed at 50 locations for **Athleta**, which is Gap’s retail

chain carrying its women’s sports and active-apparel brand.

In addition, the new brand will be designated as a B Corporation, or a benefit corporation, which is a for-profit business that includes a positive impact on society or the environment among its legally defined goals. Hill City’s business will be guided by a devotion to sustainability by using renewable and recycled fibers to create its performance fabrics, according to a brand statement.

Meanwhile, one of Gap Inc.’s other brands, **Banana Republic**, on Sept. 18 introduced a new line called **BR/K.Love-18**, which is a limited-edition men’s capsule collection co-designed by Kevin Love, an **NBA** star who plays for the **Cleveland Cavaliers**.

The capsule collection will range from accessories to pieces such as varsity jackets, corduroy trousers, topcoats and some accessories. Retail price points will range from \$14.50 to \$548.—*Andrew Asch*

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Creating Thread DNA to Ensure Apparel Authenticity

By Dorothy Crouch Associate Editor

To decrease the threat of counterfeit products in different industries, **Applied DNA Sciences** has introduced a biochemistry-based innovation in apparel authentication. By partnering with North Carolina-based thread manufacturer **American & Efrid LLC (A&E)**, Applied DNA Sciences unveiled a DNA-tagged thread that includes a DNA marker, which can test authenticity by adding a small amount of activator fluid to a swab that has been brushed on the product to collect a sample.

“Up until now, people used RFID [radio frequency identification], which is a very typical technology, but it’s not specific to the brand,” said MeiLin Wan, Applied DNA Sciences’ vice president of textile sales. “You can’t use the RFID to go to court. DNA has the real big benefit of being considered in court as forensic evidence.”

Through investing in anti-counterfeiting science at the beginning of the supply chain, manufacturers will not only deter counterfeiters but increase retailer confidence when selling to consumers. To test its technology and garner credibility for its work, Applied DNA Sciences, based in Stony Brook, N.Y., partnered with the largest thread manufacturer in the United States and second largest in the world.

“More than a year ago, we began to discuss with American & Efrid the possibility of building in authentication into the thread that is used to make the garment,” said Dr. Michael Hogan, vice president of life sciences at Applied DNA. “Our goal, from a technical perspective, was to build two kinds of identification into the thread.”

The technology Hogan and his team developed was a method of applying a brand-specific DNA to thread during the manufacturing process, but it also includes Beacon, the company’s proprietary invisible dye. To activate Beacon and prove

authenticity, the garment is brushed with a swab that becomes fluorescent under a black light after activator fluid is applied. By swabbing the fabric, testers at the end of the supply chain can verify a genuine article without damaging the product.

“If you’re a buyer and a garment shows up, it should pass two tests,” Hogan explained. “One, it should have the Beacon on the seam that shows up with the swab. Secondly, they could do the test and see that it has the brand-specific DNA tag. We can produce a different DNA for every supply chain.”

Across different industries, Applied DNA Sciences has provided DNA tagging as a type of verification to ensure authenticity of an array of products—from military electronics to Pima cotton. With a growing segment of consumers valuing product quality, sourcing and manufacturing transparency, this type of technology provides peace of mind to customers.

“The technology has become smaller and more portable. For the first time, now a garment can show up at a retailer, be swabbed and have a DNA test done there,” Hogan said. “We’ve just entered a world where it will be quite ordinary to ask whether my **Brooks Brothers** or **Lacoste** shirt or my **Versace** bag has the right DNA on it.”

By partnering with A&E, Applied DNA Sciences found a trusted partner that has been in business since 1891. With its array of thread products, A&E’s broad client base includes customers who use threads for industrial sewing, embroidery, consumer products and technical textiles.

“Part of our customer base has a need for traceability, whether it be for anti-counterfeiting or—if a brand contracts a manufacturer or full-package supplier—they want assurance that the thread they are specifying ends up in the garments they produce,” said Chris Alt, A&E’s executive vice president. “Applied DNA had a unique and revolutionary solution.”

Over the course of the past 127 years in business, A&E has seen its share of innovative technologies in apparel produc-

tion as the industry evolved. With its own legacy to maintain and reputation to uphold, A&E was discerning about the technology partner it would choose to develop anti-counterfeiting products.

“We were very careful about the technology that we wanted to associate our sewing thread with,” Alt said. “One of the biggest things that we vetted in the beginning was safety and the effect on the end user or consumer as well as our people and our own associates in our operations.”

Among its clientele, A&E counts major fashion brands that rely largely on a reputation for quality and unique approaches to apparel manufacturing. This customer base includes makers of luxury apparel and accessories, a segment extremely vulnerable to counterfeiting.

“We’ve had positive feedback especially on the luxury side of the leather-goods industry, where there are a lot of counterfeit products, specifically in the handbag market,” Alt explained. “Thread is in a high proportion of the product. When you think about the input going into a sewn product, thread is one of the lower costs in proportion to the whole article.”

With the apparel resale market growing in popularity, manufacturers of luxury goods that utilize this type of thread can increase the secondhand-marketplace value of their products. There is also potential for the use of Applied DNA Sciences’ technology in another growing textile segment—fabrics manufactured from recycled materials.

“We have customers that want to tell their recycled story. We have a recycled line of sewing thread,” Alt explained. “To round out that sustainability recycled story, we could tag it all the way down to the sewing thread to know that the sewing thread is indeed a recycled product.”

To be certain that his company chose the best technology to enhance its thread, Alt explained that there were three factors that were most important during the decision-making process.

“We want to ensure that it’s safe, globally available and that it can be used across our stable of brands so that it is not limited to one type or construction of sewing thread,” he said. “[DNA] has versatility, which allows it into all the end markets and product categories that we sell into.” ●



American & Efrid’s DNA thread



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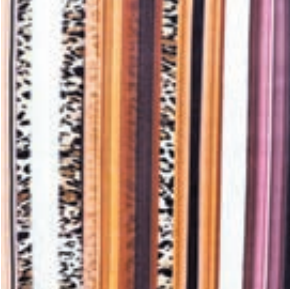
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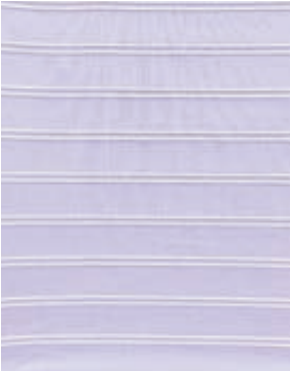
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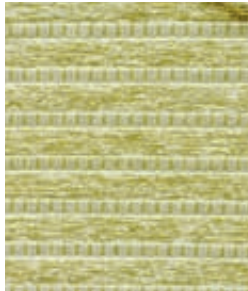
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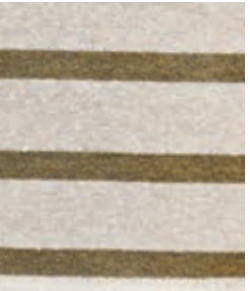
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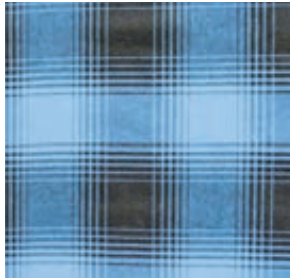
Checks and plaids are beloved classic patterns, which evoke feelings of tradition and nostalgia dating back to the 18th century. In recent years, plaids have been a growing trend seen on the runways for every kind of consumer. Hipsters and surfers have made plaid a part of their uniform. Plaid is one pattern that may never go out of style.



Fabric Selection Inc.



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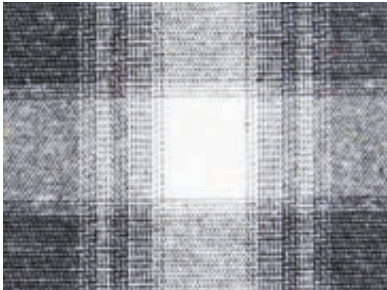
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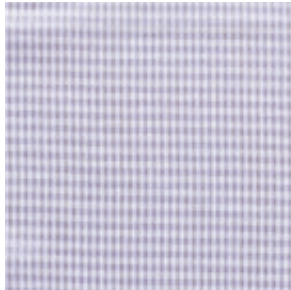
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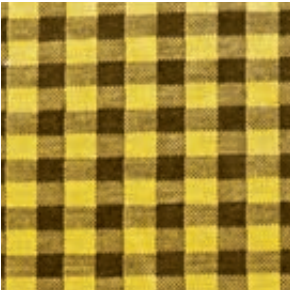
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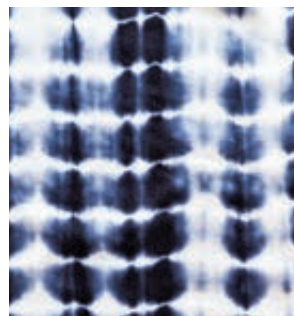
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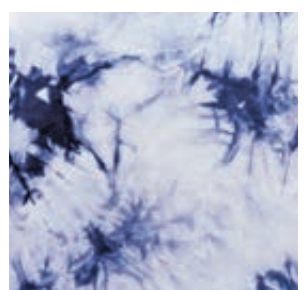
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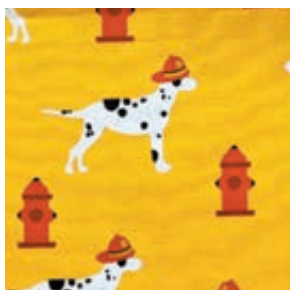
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With its new Polyester Offering, Pantone proves why it became and remains the world leader in global color standards

When your brand name becomes synonymous with your product category, you know you are doing something right. So it is with Pantone, the name everyone knows when it comes to thousands of color standards. Since the early 1960s, when Pantone first became the tonal touchstone for the graphics industry, Pantone hasn't simply joined a market category, it has defined it.

That was then, and this is now, when Pantone's influence has extended way beyond ink and the print world and into, among its many venues, fashion. In June, the New Jersey-based company announced its latest creation, a 203-color-palette collection of super-saturated, eye-popping colors designed specifically for polyesters and the many iterations of new man-made fabrics that make up the explosively popular athleisure, swim, and fitness markets.

The Polyester Swatch Set is a natural evolution for Pantone, which first waded into textile and apparel waters in 1987, offering fabric-appropriate pigments in addition to print inks. That step was followed closely in the 1990s by its expansive cotton swatch collection and in 2011 with Nylon Brights.

"We do see it as an evolution," says Laurie Pressman, vice president of the Pantone Color Institute, Pantone's trend-tracking division, which annually comes out with its influential Color of the Year. "With the trend toward man-made materials exponentially increasing, we saw this as more in line with what the market is doing now."

The unique colors of the Polyester Swatch Set complement, but do not intersect with, Pantone's Cotton Swatch Library of 2,310 colors, for good reason. As Lisa Charkowick, product manager for Fashion, Home and Interiors products, explains it, "You want to have a standard that is closest to the end use of what you are doing." While cotton is the most stable fabric for color reproduction, "the depth of saturation of color wouldn't be there," she continues. "The palette for polyester materials is different than cotton—the colors achieved in polyester is different than what you can achieve with cotton."

The 203-color swatch set, dyed on 100 percent polyester knit, was the product of more than a year of selection, experimentation, and testing. There are eye-popping brights, to be sure, but also a range that includes softer neutrals, blush tones, and pastels to mid-tones and dramatic darks.

The mix "is based on what we thought were the most important color ranges we had to bring out in the market," Pressman says. "Our goal is to ensure that our clients have in their hands the colors consumers would be looking for. It had to be a strong collection that crossed all color families that we thought were salient, what was critical. It's like what we do with our color forecast each season—calling out the particular yellow or blue that will be on trend."

Key to the development process was collaboration: the trend spotters and prognosticators both within and outside the Pantone company, forecasters on synthetic material



203 new colors on polyester



2" x 2" swatches included in the set



4" x 4" swatch cards



Polyester Swatch Set

trends, and the clients themselves with whom, Pressman says, "we work closely to better anticipate what people will need."

The colors are rigorously tested in-house to ensure their reliability—"far be it for us to put something out there our clients can't achieve in the real world," Charkowick says.

And so, it came down to 203 colors—not 200 or 225. "There's a lot of thought process behind choosing the colors," Charkowick says. In fact, she notes, Pantone's careful curation of colors is the collection's true strength. "It's not about having thousands of colors," she says. "These are the right colors for what the market needs."

The complete 203-color Polyester Swatch Set, which sells for \$749, is available in a storage case of 2" x 2" removable

swatches, as well as individual colors in 4" x 4" swatches costing \$14.25 each that unfold to 4" x 8" for visualization, specification, and instrumental evaluation. Polyester Spectral Data—the exact dye recipes for each color—will be available late August.

Having standards with set color recipes builds a level of instant communication that is increasingly valuable in time and cost savings, with manufacturing sometimes taking place around the world and speed-to-market accelerating at a lightning-fast pace. "When everything is speed, speed, speed, to have a color standard in these intense, saturated colors, it's good for the design team, good for the factory," says Charkowick.

And color, as Pressman points out, is becoming an even more important selling tool in the fast-paced world of fashion, influencing, she says, 50 percent to 85 percent of "ideas and product-purchase decisions." For the 20-year Pantone veteran, color education is both her "mission" and her "passion."

"Color influences everything, how we feel psychologically and physiologically," she says. "It's the first thing we see when we open our eyes in the morning, it's the first thing that will engage you. We live in a very visual world, even more so now. Color is what connects us to our environment and the things we love."

Not all of the appeal is purely visual. "Everything is in the naming," Pressman says. "I look at some of the more interesting colors that stand out—Blueberry Pancake, Lime Zest. It absolutely engages you, it speaks to the lushness of that blue, the freshness of the yellow-based green. You want that swatch."

The recent launch of the Polyester Swatch Set was "welcome," Pressman says, and the response "happiness—it gives people the depth of color they are looking for in the market."

"One of the things burned into our brains," Pressman goes on, "is this is not about 'right now' for the consumers. It's based on trends, looking forward, forward, forward. We are leading the market, and we are listening. Our clients expect us to have the right colors in the palette, not just navy blue but the right navy blue. So when someone walks in to buy that shirt, it's different, it's on trend. We are informing our clients of the colors they will need to have in their product to best engage consumers to purchase."

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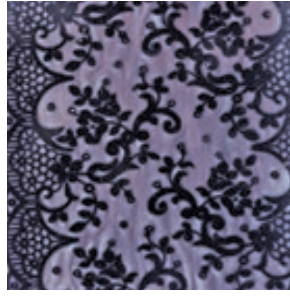
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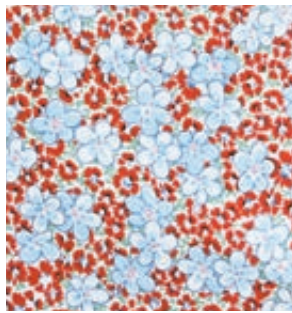
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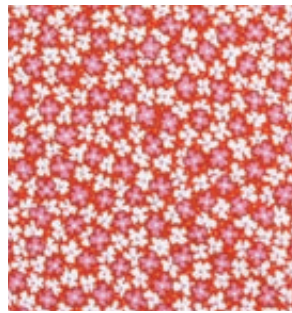
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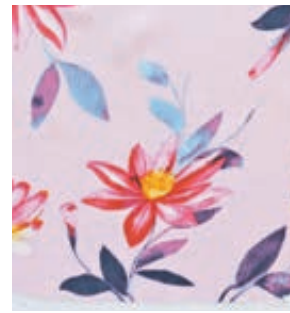
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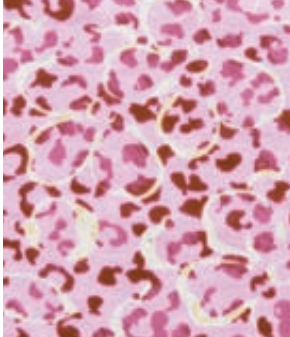
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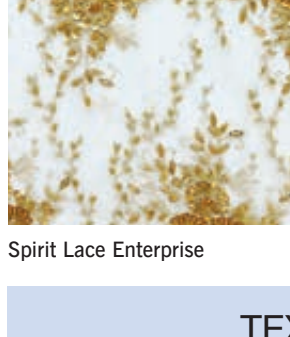
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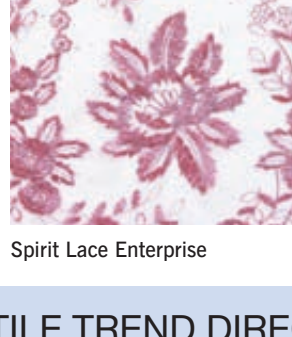
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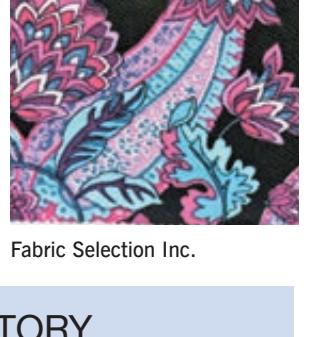
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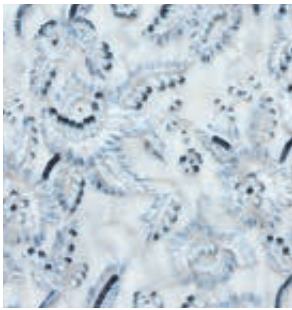
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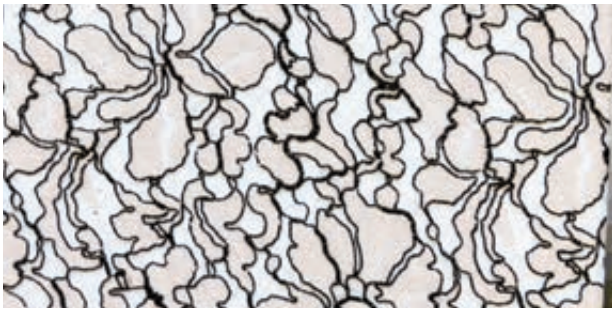
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2. A small black bag with a portrait of a man and the name 'CURTIS' printed on it.
3. A circular black and white target-style belt buckle.
4. A small black rectangular bag with a gold-colored metal clasp.
5. A black leather belt with a silver-toned metal buckle.
6. A black leather belt with a silver-toned metal buckle.
7. A black leather belt with a silver-toned metal buckle.
8. A skull-shaped belt buckle with crossbones.
9. A circular black belt buckle with a silver-toned metal clasp.
10. A black leather belt with a silver-toned metal buckle.
11. A black leather belt with a silver-toned metal buckle.
12. A circular black belt buckle with a silver-toned metal clasp.
13. A black leather belt with a silver-toned metal buckle.
14. A black leather belt with a silver-toned metal buckle.
15. A black leather belt with a silver-toned metal buckle.
16. A black and white striped scarf or belt.
17. A black leather belt with a silver-toned metal buckle.



- # Color Pops

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H&M Launches Collection With Recycled Cashmere, Velvet and Eco-Conscious Fabric

By Deborah Belgum *Executive Editor*

With sustainability the buzzword for responsible fashion, **H&M** has launched a collection for Fall/Winter 2018 that incorporates recycled textiles, which include cashmere and velvet made from recycled polyester.

The collection, with romantic silhouettes with a modern edge, debuts Sept. 27 and will be sold online only.

The conscious-exclusive collection has a range of womenswear, lingerie, shoes and accessories. Key separates include a full-length black coat with an oversized collar and waist-high side slits made from a recycled wool blend. A sequined flora jacket made from recycled PET bottles is great for more-formal occasions, and a long, printed dress with voluminous sleeves and a deep-V back is made from 100 percent organic silk.

Accessories include sculptural earrings made from recycled plastics, black-sock booties made from recycled polyester and **Tencel**, a printed scarf with long fringe in a Tencel blend, and a black-shoulder piece with recycled velvet circles attached to long ribbons and a black-sequined hoodie/balaclava.

"We are absolutely thrilled to be launching a Fall/Winter conscious-exclusive collection," said Ann-Sofie Johansson, creative adviser at H&M. "It started with a desire to create a statement coat in a sustainable material that could be worn for both special occasions and day-to-day life but then evolved into something more substantial by merging the journey of historical artifacts with a modern design sensibility."

The collection also uses leftover **Econyl** from H&M's Spring/Summer 2018 collection.

Other manufacturers are joining the effort to recycle and be ecologically conscious. In 2016, Zara launched a sustainable collection made of organic cotton, recycled polyester and Tencel.

Most of Zara's sustainability efforts before were focused on

eco-efficient stores and decreasing electricity and greenhouse-gas emissions.

In 2015, it started reusing packing supplies as part of its 2020 goal of zero landfill waste.

Since 1993, **Patagonia**, based in Ventura, Calif., has been making recycled polyester from plastic soda bottles.

Today, the company also recycles unusable manufacturing waste and worn-out garments into polyester fibers to produce clothing. Patagonia's recycled polyester goes into **Capilene** base layers, shell jackets, board shorts and fleece. ●



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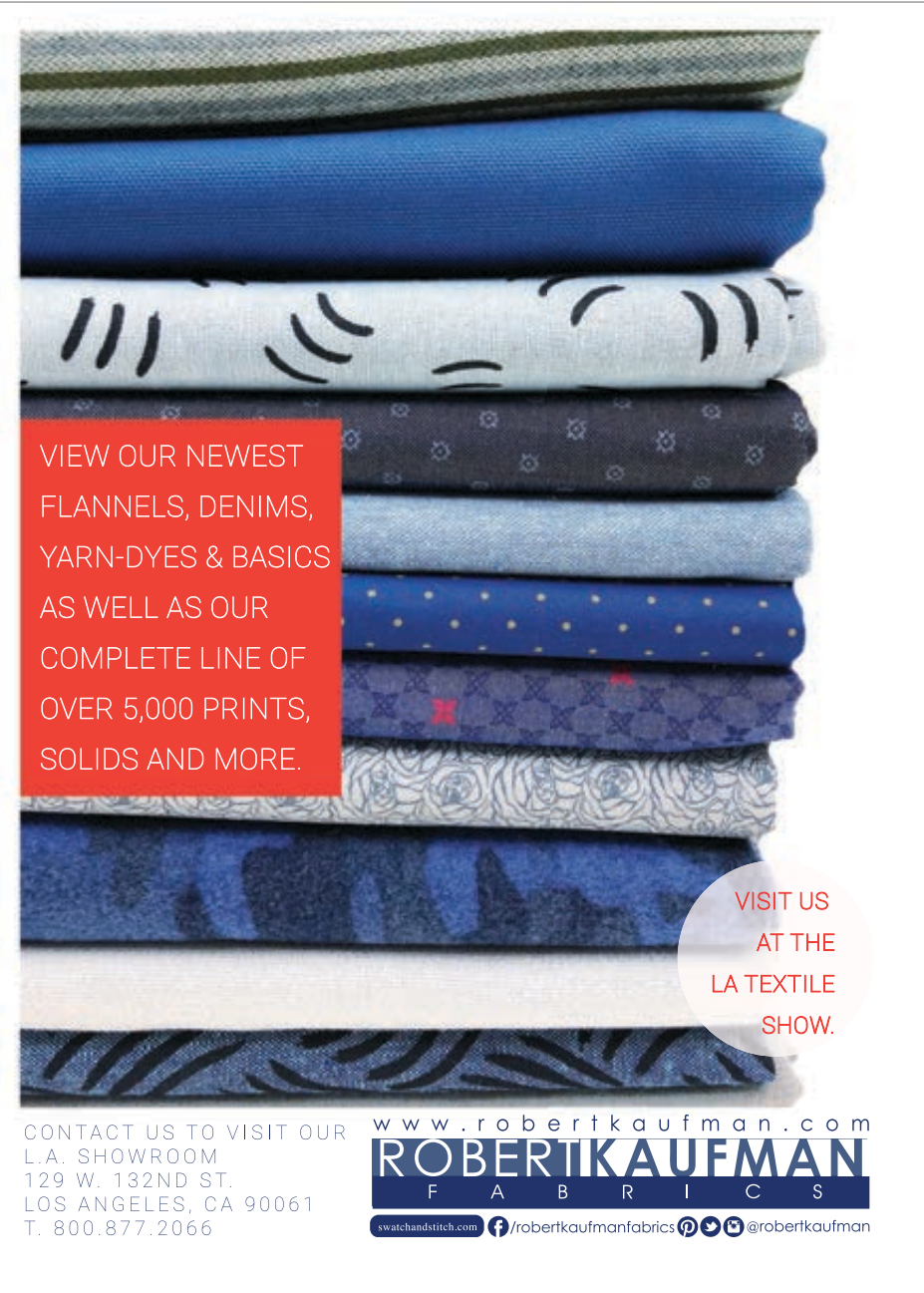
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www.robertkaufman.com
info@robertkaufman.com
Products and Services: Robert Kaufman Co., Inc. is an importer and converter with national and international representation, stocking a wide variety of printed, yarn-dyed, and solid wovens and knits as well as denims. In business for over 70 years, Robert Kaufman Fabrics has been delivering the highest-quality service to manufacturing clients in the U.S. and around the world in a variety of markets, including childrenswear, womenswear, contemporary, juniors, men’s sportswear, maternity, uniforms, special occasion, accessories, and home fashions. In addition to an extensive catalog of on-trend design collections released every quarter, we offer domestic in-stock programs with low minimums as well as customized fabric design, development, and sourcing for prints, yarn-dyes, and solids. All fabrics are available for sampling. We also drop ship for customers with off-shore production needs. Robert Kaufman Fabrics sells wholesale and to the trade only.

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110 E. Ninth St., Suite A761-A763
Los Angeles, CA 90079
(213) 689-1999
info@spiritlace.com
www.spiritlace.com
Products and Services: Our fabrics and textiles are carefully chosen from around the world, mainly European and Oriental regions. We carry different types of laces and embroideries such as Chantilly lace, Alençon lace, Venice lace, all over embroideries with




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Resource Guide

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or without beads, embroidered fabric with 3-dimensional appliques, handmade appliques, tulle, trims, etc. We work with bridal designers and haute couture fashion brands across the country. Most of our articles are in stock at the California Market Center. In-stock items require no delivery turn time. We help customers to arrange either p/u or delivery; others might vary from three weeks to nine weeks (not including shipping time). Our collection is updated according to forecasting trends every season. More than 20 years of experience. Please visit us at the LA Textile show, California Market Center (CMC), Oct. 3-5, Booth #800.

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Los Angeles CA 90079
(213) 277-9988

<https://studio93.info>

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swisstulle

Contact: Martina Callegari, Sales Director
+41 (0) 71 969 32 32
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m.callegari@swisstulle.ch
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Products and Services: Founded in 1912. We are one of the leading warp knit Tulle and Bobbinet Tulle manufacturers, producing in Switzerland and England. Our expertise is rigid and elastic warp knits for fashion cat-

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Fax: (310) 523-5858

Contact: Tasha

www.clp.global

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Products and Services: California Label Products has been servicing the apparel industry for 20 years. Our in-house Art Department can help develop your brand identity with an updated look or provide you with a quote on your existing items. Our product list not only consists of woven labels, printed labels, heat transfers, size tabs, RFID price tickets, and custom hang-tags, but we also have a service bureau with quick turn time and great pricing. We are



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www.progressivelabel.com
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