

CALIFORNIA Apparel News

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WGSN Report Takes a Look at the Future of Retail

By Andrew Asch *Retail Editor*

Los Angeles has become one of the world's leading centers for retail experimentation. Think **Nordstrom Local**, a new style of store with no inventory that now has three L.A. locations. Or a new **Nike** store on Melrose Avenue where you can book styling sessions and get styling advice sent to your mobile phone.

"There's a lot of innovation that is happening in the city," said Petah Marian, the author of a WGSN report called "The High Velocity Consumer."

"There's a lot of stuff [in Los Angeles] around well being, healthy living and being part of an urban environment. Most things coming out of L.A. will be applicable to other places," said Marian, who works out of the WGSN headquarters in London.

With consumer trends and habits changing so drastically
 ➤ WGSN page 8

An Economic Snapshot of 2018 and the Apparel Industry

By Deborah Belgum *Executive Editor*

This year started out with a bang with a vibrant stock market and low interest rates.

Since then, there have been a few bumps along the road as the stock market in the last few months has seen a major decline in trading values and the benchmark interest rate has inched up from 1.25 percent at the beginning of the year to 2.25 percent.

But across the country consumer confidence is up with a near-record-low U.S. unemployment rate of 3.7 percent and income-tax rates and business-tax rates down.

This has helped retailers move forward with financial gains, giving them more breathing room to figure out how they are going to use technology to improve sales and appeal to younger shoppers who want things such as virtual-reality shopping and mobile checkout.

All sorts of new retail concepts are popping up on the scene with **Nordstrom** opening a new kind of shop with no inventory and **Macy's** taking a look at what technology can do for its bottom line.

In the middle of all of this is the issue of trade—very important for the apparel industry, which makes about 97 percent of its clothing overseas.

Our look at the year in numbers begins on page 3.

FASHION'S FUTURE

The fashion students at Los Angeles Trade-Technical College held their biannual student fashion show where designs covered everything from childrenswear to evening wear.

For more looks from the show, see page 7.

NICK CARRANZA

Jamie Smith

INSIDE

Where fashion gets down to businessSM



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Apparel Made for Runners, by Runners, at Rabbit

By Dorothy Crouch Associate Editor

During the move toward more athleisure-focused collections, many apparel brands have sacrificed technical features in favor of comfortable styling.

When avid runners Monica DeVreese and Jill Deering came together to create **Rabbit**, their single goal was to create running apparel focused on allowing passionate athletes to train and perform without worrying about what they are wearing.

“Things were overdesigned and there were running-specific problems,” DeVreese explained. “We’re moving into this athleisure trend that was, and is, still happening. It’s obviously very relevant, but runners are very picky and finicky.”

After moving to Santa Barbara, Calif., eight years ago, avid runner Deering became a customer of **Santa Barbara Running**, the local runner’s retail shop, which DeVreese owns with her husband, Joe.

Deering was one of the DeVreese’s many customers yearning for apparel that fit properly, didn’t chafe and accommodated the type of movement that would maximize performance.

“First and foremost, it was about fit but also fabric,” DeVreese said. “For us, it’s this idea that everything is really light. ‘Everything you need, nothing you don’t’ is the tagline we use. It’s not over the top, just this idea of going back to basics.”

Not only did Deering voice her concerns, but the attorney also suggested partner-

ing with DeVreese on a venture to create the clothing they wanted. With DeVreese’s nearly 15 years in branding with companies such as **Adidas** and **Deckers Outdoor Corporation**, the pair launched a **Kickstarter** campaign at the end of 2015 and started shipping Rabbit in 2016. From an approximately 3,000-square-foot office and warehouse space in Santa Barbara, Rabbit relies on 10 employees to perform daily operations including fulfillment.



Men’s hoodie



Monica DeVreese and Jill Deering

“The options were clothes that have been around for a long time and haven’t been updated,” Deering said. “We wanted to modernize older running apparel but make it very functional and specific for running.”

These updates included shorts designed with multiple pockets for keys, credit cards, identification, and energy gels and snacks important to fuel runners. They also included a few things that have the comfortable appeal of popular athleisure but remain dedicated to a specific community of athletes.

“One of the No. 1 pieces of feedback we get on our clothing is, ‘Wow! I feel like I don’t have anything on when I am running,’ which is exactly what you want,” DeVreese said. “The last thing that you want to worry about when running is something rubbing, chafing, riding up or pressing too tight.”

Rabbit is manufactured at a Los Angeles factory that specializes in producing athletic apparel for major brands. The women wanted to partner with a manufacturer in a California region close enough to forge a strong connection with the people who make their apparel.

“It was important to see with our own eyes the condition of the factory, the people who are working there, the way they are doing it and talk with them in person so we know that the product we’re producing is done in a way that we are really proud of,” Deering explained. “We know the people. We know their stories and we know about their families. That’s really special.”

While many of the pieces are made using a blend of polyester and spandex, the company incorporates **Tencel** into some of its designs, such as the men’s EZ-tee RabbitKnit T-shirt, in addition to the women’s Tape Breaker and Freedom tank tops. Rabbit shorts are made from the polyester-and-spandex blend, but the lining is created using Tencel.

A new Rabbit Trail collection will launch at retailers and trail-race events in mid-March 2019. It will feature multiple pockets, including one Trash Pocket. With the launch, Rabbit will promote an environmental initiative called “Stash That Trash,” which will coincide with Earth Day on April 22 and challenges every runner to pick up one piece of garbage during his or her run.

Choosing a mid-April 2019 launch for the new Freedom collection of women’s shorts, Deering and DeVreese are focusing on creating lighter clothing. Pieces are based upon a design providing a loose fit through the hips

and leg opening and relying on a four-way stretch woven with a perforated panel to decrease weight, which increases breathability. This collection will be the brand’s first short design to include Tencel in the waistband.

Rallying behind the Rabbits

At Rabbit, there is more than a focus on runners clothing. Deering and DeVreese wanted to contribute to, and fortify, the running community.

The brand works for runners at different levels, grouped by ability: RADrabbits (Runners And Dreamers), who are amateurs; Rabbit Elite and Rabbit Elite Trail, for accomplished athletes who are not professionals; and rabbitPros for those who compete professionally. At every level, these athletes represent the brand on social media and during races around the globe.

Often selling out of Rabbit’s pieces, **Healdsburg Running Co.** founder Skip Brand chooses to carry the brand at his 4-year-old Healdsburg, Calif., store because it provides solutions for running enthusiasts.

“It’s quite unique as it is able to perform at a high level but at the same time has that buttery, soft appeal as well. I think it’s a credit to them listening to many of their athletes—between their elites and ambassadors,” he said. “The founders walk their talk—they race. It’s refreshing to work with people who get you.”

From its apparel production to its brand name, Rabbit wants to make a difference through helping other runners reach their maximum potential.

“A rabbit is the pacesetter in a race,” Deering said, explaining the origin of the brand’s name. “They are sacrificing their race to help others achieve their goals. That is the heart and soul of the community we are building and what it’s about.”

Offering tailored fits, Rabbit pieces are sold in women’s XS to L with a few designs available in XL. Men’s styles can be found in S to XL, but a few pieces are manufactured in XS. Available online at www.runinrabbit.com and at select retailers, Rabbit wholesale from \$21 to \$80. ●

Calendar

Jan. 6

AccessoriesTheShow/FAME/Moda
Javits Center
New York
Through Jan. 8

The Trendz Show

Palm Beach County Convention Center
Palm Beach, Fla.
Through Jan. 8

Jan. 7

Active Collective
Anaheim Convention Center
Anaheim, Calif.
Through Jan. 8

Swim Collective

Anaheim Convention Center
Anaheim, Calif.
Through Jan. 8

Jan. 9

WWSRA Southern California Preview
Orange County Fairgrounds
Costa Mesa, Calif.
Through Jan. 10

Jan. 10

Surf Expo
Orange County Convention Center
Orlando, Fla.
Through Jan. 12

Jan. 13

LA Market Week
California Market Center
The New Mart
Cooper Design Space
Gerry Building
Academy Awards Building
Lady Liberty Building

Primrose Design Building
Los Angeles
Through Jan. 16

Jan. 14

Designers and Agents LA
New Mart
Los Angeles
Through Jan. 16

Label Array
California Market Center
Los Angeles
Through Jan. 16

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.

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APPAREL & TEXTILE EMPLOYMENT

Rising Minimum Wage Contributes to Decline in California's Apparel-Factory Employment

As the minimum wage continues to rise in Los Angeles County and the rest of the state, more apparel manufacturers are opting to move production elsewhere.

That was seen in the overall employment numbers released in October that showed the number of people working in apparel factories declined by 2 percent over the same period last year, to 29,900.

But this seemed minuscule compared to the decline in 2017 when **American Apparel** shuttered its downtown Los Angeles factory and laid off 3,500 workers or when **United Denim** announced it was downsizing its blue-jeans factory and laying off 164 workers.

This year, the declines have been more of a trickle than a

flood because most Los Angeles blue-jeans manufacturers had shifted their production to Mexico in the last few years. Now that the North American Free Trade Agreement is being revamped, U.S. clothing makers have more confidence in manufacturing in that bordering country, where garment shipments can be delivered to the United States in three days.

Several Los Angeles clothing companies have opened factories in Tijuana, Mexico, to take advantage of lower wages.

In Los Angeles, the minimum wage currently stands at \$12 an hour for smaller businesses and \$13.25 an hour for companies with 26 or more employees. On July 1, 2019, that goes up to \$13.25 an hour for smaller businesses and \$14.25 an hour for larger companies.

Lately, clothing manufacturers that want to do sustainable production close to home have been a boon for small factories that have low-minimum requirements for production, but large-scale producers are finding that to keep prices within the consumer's grasp they often must look to producing overseas.

One relative newcomer to the scene is **Los Angeles Apparel**, launched two years ago by Dov Charney, who co-founded American Apparel, which filed for bankruptcy twice and whose brand name was sold to **Gildan** in Montreal.

Charney is making T-shirts, sweatshirts and other basics at his south L.A. factory, where he now employs 350 workers.

CALIFORNIA		
	October 2018	October 2017
Textile Mills	5,900	6,500
Textile Product Mills	8,100	8,400
Apparel Manufacturing	37,000	40,000
LOS ANGELES COUNTY		
	October 2018	October 2017
Textile Mills	4,500	4,900
Apparel Manufacturing	29,900	30,500

SOURCE: CALIFORNIA EMPLOYMENT DEVELOPMENT DEPARTMENT



Los Angeles Apparel

Still, Los Angeles County has the largest concentration of apparel workers in the United States and is the center of fashion ideas and designs. In New York City, the *Associated Press* estimated that by the middle of 2018 there were only 5,000 garment workers in Manhattan.

But the fashion industry is not just about the people making the clothes. Los Angeles is a huge design center for new concepts. According to a 2016 Los Angeles-area fashion-industry report profiled by **CIT Commercial Services** and the **California Fashion Association**, there are 4,130 fashion designers working in Los Angeles County. The industry profile noted there are as many as 200,000 jobs in Southern California related to the fashion industry when you count direct and indirect employment.—*Deborah Belgum*

REAL ESTATE

Retail Vacancy Is Low but Business Is Still Not Easy

Even though bricks-and-mortar retail is supposed to be dead, retail-real-estate vacancy rates in Los Angeles County are low.

In the third quarter of 2018, vacancy rates dipped to 5.1 percent compared with a 5.2 percent vacancy rate last year, according to **CBRE**, a real-estate services and investment company.

Los Angeles' vacancy rate is a far cry from Manhattan's, where a survey by the **Douglas Elliman** brokerage found that 20 percent of the borough's storefronts were vacant this year.

However, the commercial real-estate business is no cakewalk, said Jay Luchs, vice chairman at **Newmark Knight Frank**.

down, Luchs said. Lower prices for retail space should pave the way for newer brands and retailers to make their way into the market.

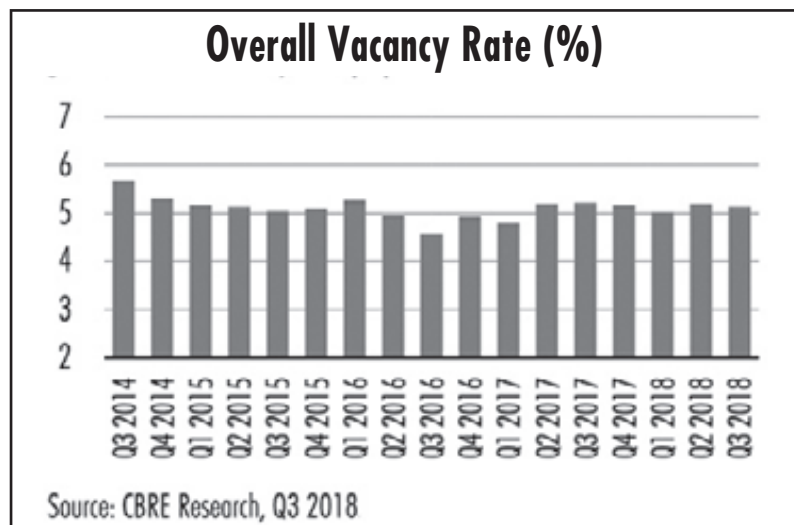
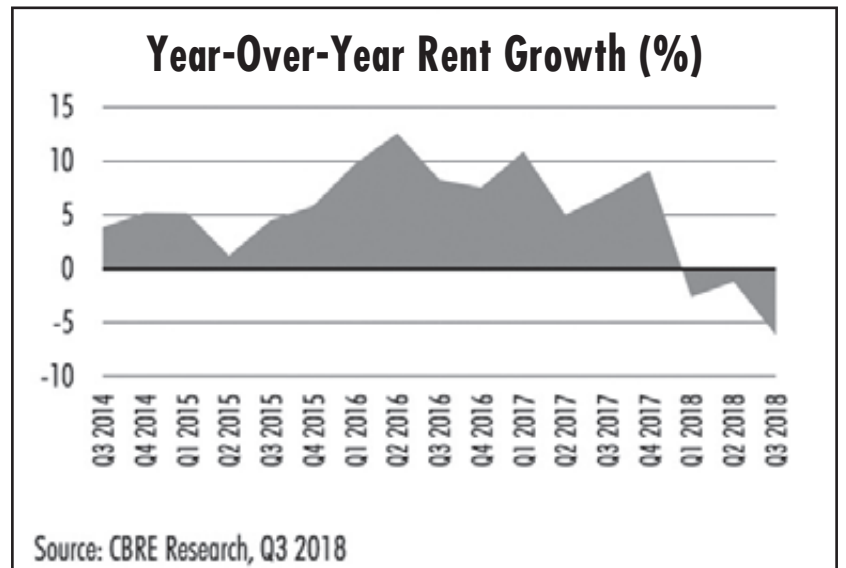
Currently, average rents on designer-district streets such as Melrose Place in West Hollywood are \$15 per square foot per month. Rents on Rodeo Drive in Beverly Hills, Calif., can range from \$50 to \$75 per square foot per month, Luchs said. The average lease rate in Los Angeles County is \$2.50 per square foot per month.

Derrick Moore, a senior vice president at CBRE, said he is seeing signs that retail real estate has shaken off some of the 2017 blues because online retailers, including **Amazon Books**, are opening physical spaces.

But the success of a space still depends on that real-estate motto: location, location, location. Consider the primary L.A. pedestrian hot spots such as Abbot Kinney Boulevard in the Venice area of Los Angeles and Rodeo Drive. "There is increasing demand in smaller areas that support higher rents," Moore said.

A changing retail market made for some nontraditional stores moving onto retail streets and districts. In July, high-end resale shop **The RealReal** opened a 12,000-square-foot emporium down the street from Melrose Place. The online resale market **Depop** opened its first physical space in Los Angeles' Silver Lake neighborhood in March.

New retail stores opening in Los Angeles in 2018 included high-end Japanese streetwear brand **BAPE** on



Challenges from digital businesses are continuing to take a toll on bricks-and-mortar, he said. Also, in the last few years, there's been a trend of many retailers not signing leases that ask for top-dollar rents. "There is a universal pushback. It's a different time. Fewer retailers are doing deals," he said.

Fewer retailers making deals may be the reason there are vacancies on popular retail streets such as Melrose Avenue in West Hollywood and Los Angeles' Robertson Boulevard. Many emerging brands and retailers have chosen to start operations online before opening a bricks-and-mortar location.

Even with lower vacancies, prices have been coming



RETAIL

Macy's and Nordstrom Make Big Bets on Tech

The chief executive of **Macy's Inc.**, Jeff Gennette, spent 2018 with a mission to reshape the department-store chain with technology and new in-store experiences that would attract shoppers. That started to take shape in September, when the country's leading retailer announced several new ambitious technology programs.

One part of Macy's new consumer-tech program is virtual reality. That will be employed in Macy's furniture departments, which will offer augmented-reality headsets and virtual reality to help customers see how a piece of furniture would look in a particular room.

By January, about 90 Macy's locations will offer this VR experience with the hopes that the technology will increase furniture sales by more than 60 percent, Macy's said.

In beauty departments, Macy's customers will be able to virtually try on eye shadow and lipstick with an augmented-reality mirror.

For back-office operations, Macy's said it will update its RFID, or radio frequency identification technology, to better manage inventory.

Also, in May, Macy's acquired **Story**, a New York City concept store known for its unique visual-display model, which is like a gallery but sells things like a store. The space reinvents itself every four to six weeks with a new theme and new merchandise.

In November, Macy's released its third-quarter-earnings results showing that same-store sales for the quarter rose 3.1 percent. Net sales were \$5.4 billion for the quarter compared with \$5.3 billion for the same period last year. Macy's updated its guidance for fiscal 2018, saying it believes same-store sales would increase 2.3 percent to 2.5 percent instead of its previous guidance of 2.1 percent to 2.5 percent.

Nordstrom Inc. also believes that tech-

nology and developing new experiences are important for growth.

The Seattle-headquartered retailer deepened its commitment to its new **Nordstrom Local** stores, which carry no inventory but offer many of the services found at a regular Nordstrom.

Consumers can view Nordstrom styles online, order goods and pick them up the next day. The retailer has pitched the idea of the Nordstrom Local being a neighborhood hub for its services.

The company also opened its first stand-

Majors Quarterly Same-Store Sales

	4th Qtr.	1st Qtr.	2nd Qtr.	3rd Qtr.
Macy's	+1.3%	+3.9%	0	+3.1%
Nordstrom	+2.6%	+0.6%	+4.0%	+2.3%

Source: Company reports

alone men's store. Known as the **Nordstrom Men's Store NYC**, the Manhattan-based three-level store offers brands such as **Adidas**, **Topman**, **Vans** and **Giorgio Armani**. Technology also is important there. The store offers an **Eton Endless Aisle** digital touchscreen, which displays a large array of dress shirts and ties.

In other developments, Nordstrom decided this year to not take the company private as previously planned. The effort was led by a group of Nordstrom family members who own 31.2 percent of the retailer. But a special committee advising Nordstrom's board rejected the initial proposal after the offer of \$50 a share was considered too low.

Nordstrom's third-quarter results showed that same-store sales inched up 2.3 percent over the previous year, and net sales for the quarter were \$3.65 billion compared with \$3.54 billion for the same period last year.

—Andrew Asch

Problems With Gap Brand, Overseas Growth for Zumiez

It's been a solid year financially for **Gap Inc.**, which calls itself the largest specialty retailer in the United States.

But there's been some turbulence in 2018 for the San Francisco-based retailer's namesake Gap brand. For its third quarter, the Gap division's same-store sales declined 7 percent, said Art Peck, the president and chief executive officer of Gap. "We are clearly not satisfied with the performance of the Gap brand. We know this iconic brand is important to consumers, and we are committed to taking the bold and necessary steps to ensure that it delivers value to shareholders," Peck said.

The statement may not be the best news for Neil Fiske. He was appointed president and CEO of the Gap brand in June for his skills and experience in turning around brands. Before joining Gap Inc., he served as the chief executive of the surf giant **Billabong International**.

Same-store sales for Gap Inc.'s third quarter, when taking into account its brands **Old Navy**, **Gap** and **Banana Republic**, were flat compared to a 3 percent increase over the same period last year. Net sales were \$4.1 billion compared with \$3.8 billion the previous year.

Specialty Stores Quarterly Same-Store Sales

	4th Qtr.	1st Qtr.	2nd Qtr.	3rd Qtr.
Gap Inc.	+5.0%	+1.0%	+2.0%	+0.0%
Zumiez Inc.	+7.5%	+8.3%	+6.3%	+4.8%

Source: Company reports

In October, Gap Inc. released a performance men's apparel brand called **Hill City**. Noah Palmer, Hill City's general manager, said the new line could be worn on a hike or to dinner.

Seattle-area retailer **Zumiez Inc.**, which has 610 stores in the United States and 93 stores overseas, has long been a solid retailer selling action-sports apparel at malls. Its third quarter earnings results showed that net sales were \$248.8 million compared with \$245.7 million the previous third quarter. Same-store sales for the quarter were up 4.8 percent.

Zumiez's chief executive officer, Rick Brooks, said that the retailer hopes to expand to Canada, the European Union and Australia in the near future.

Retail analyst Jeff Harbaugh, who follows Zumiez, said the expansion plans could be that the retailer might be thinking it has run out of opportunities to build more stores in the U.S. But Zumiez continues to think about looking for new channels to expand domestically.—A.A.

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Los Angeles Trade-Technical Fashion Students Take Inspiration From Mexico City for Their Designs

The fashion stage set up for the biannual **Gold Thimble Fashion Show** at **Los Angeles Trade-Technical College** was alive with colorful decorations that evoked an evening in Mexico City. Large paper flowers in a variety of colors accented the runway, and life-size agave plants made from wood decorated the background.

A mariachi band played before the Dec. 7 fashion show, where students exhibited their creations in several different categories: swimwear, childrenswear, day dresses, menswear, athleisure, avant-garde and evening wear.

The show, held in a large tent next to Aspen Hall, was packed with faculty, parents and supporters of the school's fashion department.

Mexico City, the sister city of Los Angeles since 1969, was the theme of the show. A number of outfits seen at the beginning of the runway show were created with Mexico City in mind, including a blue-and-white fringed dress whose model wore a Day of the Dead mask as well as a menswear outfit that incorporated a serape into the ensemble.

This year, L.A. Trade-Tech students worked in partnership with a cooperative of women from various states in Mexico using indigenous designs and fabrics that were incorporated in some of the students' fashions.

In addition, the show celebrated nine student designers selected to receive all-expenses-paid plus salaried experiences for six months at the **Nike** campus in Beaverton, Ore. They will be working in footwear, athletic wear and digital design.

Those students are: Christy Armendariz, McKinley Bonner, Ndeyfatou Ceesay, Sean Cobb, Charles Green, Taylor Kim, Indah Nur, Aracely Quitana and Sami Sanchez.

—Deborah Belgium



Summer Westlake

Jessica Delahoussaye

Kayla Cruz

Harris Winters

Stephanie Penne



Sae Bom Lee

Ivonne B. Cortez

Stephanie Penne

Harris Winters

Kayla Cruz

NICK CARRANZA

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WGSN *Continued from page 1*

over the past decade, WGSN and the **World Retail Congress**, an Amsterdam group of retail executives, decided to do a study on how retailers can address consumers who have new wants and tastes.

“Everything is constantly changing. Change continues to accelerate. There is more to come,” Marian noted.

The WGSN report focused on six trends changing the way retailers relate to their customers. Those trends included an increasing reliance on mobile phones, looking for a human touch in a technological world, rising consumer interest in recycled goods seen in vintage clothing and resale stores, trusting retailers in a world where fake news has people worried, and getting retailers to pay attention to an older population.

With these trends in mind, Marian said there is no going back to the more predictable 20th-century world of retail, but she didn’t forecast a retail apocalypse or a revolution that would turn retailers upside down.

One big change in the future will be fewer people working in a store as more consumers rely on shopping via their mobile phones and consumers increasingly embracing artificial intelligence.

This automation evolution was underscored by a separate WGSN survey, which found that 64 percent of retailers say that mobile checkout is a priority for their businesses, which means that the job of running a cash register is endangered. In addition, retailers want to install more self-service checkout stations.

However, as businesses become more technology oriented, consumers also are seeking a deeper level of human interaction. It’s crucial for retailers to balance the conflicting initiatives, the report said.

Retailers employing stylists see them develop relationships with consumers, who often buy 30 percent more.

Retail concepts looking to deepen the human touch include the Nordstrom Local stores in the Los Angeles area that have stylists who build consumers’ wardrobes by consulting with Nordstrom Local’s digital look books.

Virtual assistants such as Amazon’s Alexa also bring a “human” touch to retail. Because people can relate to Alexa’s voice, the WGSN report said this form of artificial intelligence will continue to grow in popularity.

Personalizing products and store experiences is another important factor for retailers. At the **Nike by Melrose** store in West Hollywood, Calif., consumers can book sessions for styling and get styling advice via text message. The Nike by Melrose store also offers merchandise tailored to the neighborhood’s specific needs, which is determined using digital commerce data from the surrounding neighborhood.

Room for retail

The past decade has seen major changes in stores’ role in shopping as retail traffic has declined at many malls. During some of the busiest shopping days this past Thanksgiving and Black Friday weekend, foot traffic at malls and stores declined 1 percent over last year, according to market researcher **ShopperTrak**.

With this in mind, stores must adapt. “There will be space for malls and physical boutiques, but their role in the shopping process will change,” Marian said. “They will be less about becoming sites for product dis-

covery and more for confirmation, styling, fitting and experiences.”

Retailers must cater to customers’ fickle moods too. Some days they will want to go to a store to try on a new pair of jeans. Other times they will merely want to make a quick visit to pay for a preordered item.

Figuring out what consumers want is something **Walmart** is trying to do. It has patented a technology that scans faces in-store to better identify and service agitated customers. The system recognizes when people are becoming frustrated and sends an associate over to help.

Resale is the new retail

The popularity of vintage- and luxury-consignment retail is growing. In 2022, the resale apparel market is expected to be worth \$41 billion, an increase from \$20 billion in 2017, according to a report from **thredUP**, a resale retailer.

Resellers including **The RealReal**, **Poshmark**, **Depop** and **Tradesy** have gained a fashionable cachet once reserved for purveyors of new clothes.

Resale’s popularity is linked to the environmental movement and the belief that recycling is better than producing more waste. English fashion designer Stella McCartney



Nordstrom Local in downtown Los Angeles is considered to be part of a new wave of retail.

COURTESY NORDSTROM

announced Dec. 13 that she is extending through 2019 her campaign with The RealReal to encourage reselling clothes. Shoppers who consign Stella McCartney clothes with The RealReal will receive a \$100 store credit at **Stella McCartney** stores.

The WGSN report recommended that brands and retailers get involved in the resale market to take control of their destinies in the marketplace. Retailers should develop a process that allows consumers to bring old clothing back to the store for reuse, which is something that has been done at **Eileen Fisher** stores for some time now. In addition, they should produce merchandise that won’t fall apart and can retain value through the resale process.

Retailers also must be aware there is a demographic shift in the developed world, according to a 2016 report by the **McKinsey Global Institute**. Retiring and elderly people in the developed world will grow from 164 million in 2015 to 222 million in 2030. This group will increasingly drive consumption. Retailers need to develop ways to cater to seniors and build ways to drive store experiences and digital experiences around them. ●



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Consumer-Focused ComplexCon Expands to Chicago

Reed Exhibitions gave a vote of confidence to its consumer-focused event **ComplexCon**, recently saying it would expand the show to Chicago after producing the pop-up retail market and hip-hop concert event in Long Beach, Calif., for a few years.

Right before announcing plans to expand ComplexCon to Chicago, Reed Exhibitions announced it was postponing its January edition of its **Agenda** business-to-business trade-show model in Long Beach.

The Chicago event will take place July 20–21 at the **McCormick Place** convention center, which bills itself as the largest convention center in North America with 2.3 million square feet.

ComplexCon Chicago is forecast to be comparable in size to the Long Beach event, which was attended by 60,000 people last November. Tickets cost \$60 for one day and over \$100 for the weekend.

More than 200 vendors, ranging from **McDonald's** to **Adidas** and the **Black Lives Matter Network**, exhibited at the Long Beach show. Retailers and brands such as **Pacific Sunwear**, **Guess Jeans** and **Dickies Girl** introduced new lines there, and hip-hop stars Nas, Future, Nipsey Hussle and Big Boi made appearances.

Reed produced a ComplexCon pop-up at the **Museum of Contemporary Art** in Chicago in 2017, which had a huge turnout, said Neil Wright, ComplexCon's event director.

While the company is focusing on Long Beach and Chicago for its ComplexCon events, there is room for expansion. "After three years we have a good idea of the main pillars that make our event unique and what brings people to ComplexCon. It is fashion, art, conversation, music and food. Once you have those, you can take ComplexCon anywhere and create relevant content for different audiences,"

Wright said.

The ComplexCon announcement on Dec. 7 was released a few weeks after Reed postponed the January run of its **Agenda** trade show in Long Beach. Both ComplexCon and Agenda take place at the **Long Beach Convention Center**. While the biannual Agenda Las Vegas trade show will continue to offer a business-to-business forum for apparel and footwear vendors, Agenda's summer show in Long Beach and a possible return of the Agenda show in Long Beach in January 2019 will only offer business-to-consumer exhibitions.

Recently, **Emerald Expositions** canceled the **Interbike** trade show after a 36-year run. The bicycle trade event last took place in Reno, Nev. It may return in 2020, but it will be produced to be more affordable to vendors and attendees, said Darrell Denny, an Emerald Expositions executive vice president, in an interview with *Bicycle Retailer and Industry News*.—*Andrew Asch*

Lectra Launches Fashion on Demand to Streamline Apparel Production

Bringing greater personalization to the apparel-manufacturing industry, French technology company **Lectra** is launching its Fashion on Demand digital solution.

Developed over the course of four years and based on Industry 4.0 technology, Fashion on Demand by Lectra provides an automated system to facilitate clothing manufacturing from product development through order placement and on to the final stages of cutting.

"Personalization or, rather, on-demand production, is going to be an industrywide phenomenon," Daniel Harari, chairman and chief executive officer at Lectra, said in a statement. "It is hence Lectra's duty, as an Industry 4.0 pioneer, to think ahead of time and spearhead this movement."

Through its work with retailers, manufacturers and brands, Lectra was able to identify the greatest barriers faced when apparel professionals consider an on-demand produc-

tion model. This process resulted in two Fashion on Demand options—a made-to-measure solution and another that provides greater customization.

"With Fashion on Demand by Lectra, we're doing the unthinkable," Harari explained. "For the first time in the fashion industry there will be a comprehensive personalization solution that will be able to perform under the same market conditions as the ready-to-wear segment and produce the same, if not better, results."

By defining the customization criteria and range, users of the technology can incorporate it into standard workflows without interruption. According to Lectra, each Fashion on Demand package has tools for the desired production process, such as the ability to alter product characteristics for customization or pattern adjustments for made-to-measure projects.

The technology affords the luxury of consolidating pro-

duction methods while increasing options for customization. In a market where consumers demand immediate gratification and are also increasingly driven by the desire to feel unique, Fashion on Demand allows its customers to navigate this climate with greater ease.

"Keeping our customers' best interests in mind, we've worked with renowned personalization specialists from different countries to develop this solution," Harari said.

Using an on-demand technology for apparel production allows manufacturers to reduce the burden of creating overstock that eventually finds its way to discounters. Furthermore, manufacturers are able to generate improved cash flow when clients provide payment in advance.

Beginning in January 2019, Fashion on Demand by Lectra will become available during a progressive global rollout, the company said.—*Dorothy Crouch*

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Jobs Available

DIRECTOR OF DESIGN

LA based performance underwear brand endorsed by NBA and NFL athletes is seeking a Director of Design. The position will report directly to the President and will be responsible for the establishment of long-term design and development solutions, with the objective of creating design strategies in order to effectively execute marketing concepts and institute design direction. The ideal candidate will have equivalent work experience in manufacturing, possess good organizational and communication skills and a proficiency in Computer Aided Design data management.
Email to: cwr@psdunderwear.com

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Pls. email: mafradi@lineapparel.com

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GRAPHIC DESIGNER

LA based performance underwear brand endorsed by NBA and NFL athletes is seeking a Graphic Designer. The position will report directly to the Director of Design & will be responsible for developing & creating visual renderings & illustrations that capture the primary demographics of the Concept Brief generated by Marketing & utilized for both Sales & Marketing collateral. The ideal candidate will have an understanding of the Apparel Supply Chain process & possess competence in Adobe Illustrator & Photoshop.
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LA based performance underwear brand endorsed by NBA and NFL athletes is seeking a Director of Operations. The position will report directly to the President and will be responsible for managing long-term manufacturing and development solutions, logistic, allocation and distribution processes and inventory management. The ideal candidate will have a thorough understand of both domestic and off-shore manufacturing and possess efficient analytical skills.
Email to: cwr@psdunderwear.com

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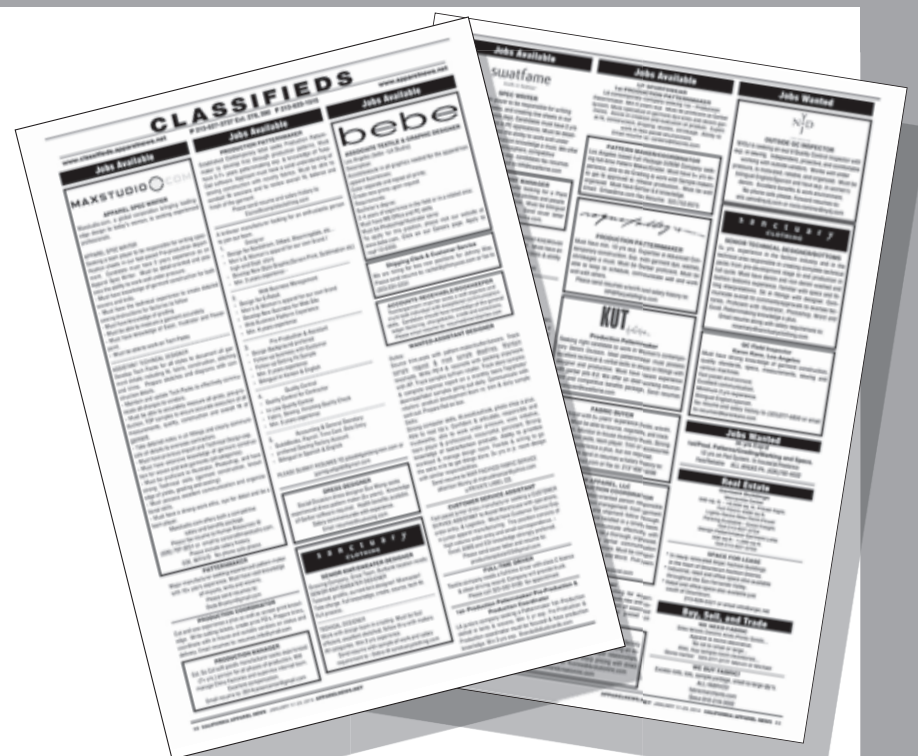
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