

CALIFORNIA ApparelNews

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BEACH STYLE

Spring is in the air with new swimwear collections and textile trends. We have it all in our Waterwear special section, which begins on page 3.

TIM REGAS

Apparel Makers Feel the Rush to Bring in Goods From China Early

By Deborah Belgum *Executive Editor*

With additional tariffs on Chinese imports being threatened, Los Angeles clothing makers are feeling the pinch to bring in goods earlier to save money.

Particularly affected are manufacturers that import Chinese fabrics, which had an additional 10 percent tariff placed on them in September as part of the Trump administration's decision to add tariffs to \$200 billion worth of Chinese imports.

Steve Barraza, owner of **Tianello**, a brand of women's blouses cut and sewn in a factory with 40 garment workers near downtown Los Angeles, normally would have waited to bring in his once duty-free silk and other fabrics from China after the new year. But with the new 10 percent tariff, which could go up to 25 percent in March, he decided to take no chances.

In early December, he brought in 5,000 yards of assorted silk prints and 20,000 yards of Tencel fabric to carry him through his Spring orders. "I bought twice as much as I

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The/Studio's On-Demand Platform Wants to Reduce Turnaround Time for Apparel Production

By Dorothy Crouch *Associate Editor*

Now in its fifth year, Los Angeles-based **The/Studio** is gaining momentum by streamlining apparel production with its product-development and on-demand manufacturing platform.

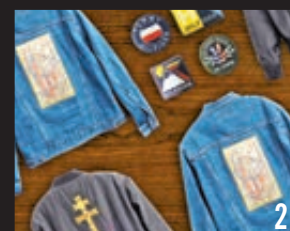
While the company doesn't manufacture apparel, its resources include a team of designers, 400 factories as well as offices in China, Romania, the Philippines and San Francisco. The brand's approach to fashion sourcing was an attractive enticement earlier this year for investors, including **Ignition Partners**, **FJ Labs**, **VTF**, **WTI**, **Firebolt Ventures** and **Interplay Ventures**, which supported The/Studio's Series A round of funding, which totaled \$11 million.

"Everyone recognizes that retail is changing," founder

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Where fashion gets down to businessSM



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and Chief Executive Officer Joseph Heller said. “This requires rethinking the supply chain and manufacturing. You need to create greater accessibility to supply-chain manufacturing and a platform where lead times shrink and there are lower minimum-order requirements.”

Through improving communication between brands and factories, Heller sees an opportunity to more efficiently manage manufacturing and help brands successfully navigate the new retail landscape, which seems to be forever changing.

Citing the industry’s reputation for overproducing goods—where 30 percent to 40 percent of items are discounted—Heller feels the fashion industry can’t survive if it continues to operate as it has in the past.

“If you can manufacture in smaller batches with quicker turnaround time, you can behave more like a software company,” he said.

“If you look at **Amazon**, they run thousands of tests every day, and those tests make them more efficient. We believe if brands order 500 pieces, they can test those ideas.”

Heller is providing new solutions to solve old apparel-production issues as emerging brands search for options to limit manufacturing costs and larger brands examine eliminating wasteful production along the supply chain.

“We believe there are a lot of really good factories out there that know how to produce

products,” Heller said. “We don’t need to reinvent the manufacturing process. We need to reinvent transparency, accountability and communication.”

Since its 2013 launch, The/Studio has grown into a business in downtown Los Angeles’ Little Tokyo district and has worked with 100,000 clients through its platform and created more than 32 million products. Among its customers are major companies that include **BLVD**, **Calvin Klein**, **Disney**, **Mountain**, **Nike**, **Phluid**, **Rockets of Awe-**



Goods produced for The Met and Tommy Hilfiger through The/Studio

some, Tommy Hilfiger and Urban Outfitters.

“We onboard factories to our platform and train them on how we expect them to operate,” Heller explained. “We train them to understand metrics such as on-time delivery, redos and refunds—things that factories don’t really measure today, especially the smaller factories.”

Building upon his manufacturing experience, which included 10 years learning the business in China, Heller examined how lack

of communication between brands and factories slowed the manufacturing process.

“We’ve built a two-sided marketplace,” he said. “We have tools on the customer side including a dashboard, communication tool and tracking tool so that the customer can manage the entire relationship with the factory.”

Through The/Studio’s cloud-based system, factories are provided information that has been streamlined into a standard process. Rather than forcing factories to work with different tech packs from a variety of clients, The/Studio examines orders from customers and translates them into its standard blueprint.

“We also built a cloud-based solution for the factory that informs how the factory works with our order, so there is information and tools on how to deliver the product on time and how to manage the order,” Heller explained.

As a graphic designer for the gaming and anime company **NIS America**, Chelsea Beaubien knows a lot about satisfying the demands of her audience, which comprises

male and female gamers and anime enthusiasts ages 15 to 34. To support the marketing push for the company’s SNK Heroine and the 15th anniversary of its Disgaea Series, Beaubien searched for a new apparel-manufacturing resource following a bad experience with a previous partner.

“We would email for an update, and they would take weeks to respond,” she said of NIS America’s former manufacturing resource. “The main guy we would communicate with would forget our order or change it to products we weren’t asking for. It was

disheartening when our designs were changed and we weren’t making deadlines.”

Searching for a resource that would be able to accommodate a short timeline yet provide quality, limited-edition goods for devoted fans, Beaubien turned to The/Studio. She was pleasantly surprised when NIS America received a quality sample only one week after her company submitted its design. After NIS America placed its order, the pins, wristbands and caps—priced from \$0.84 to \$14.32 per unit—arrived at the company’s warehouse within 30 days.

“They were able to do both large and small orders,” she said when discussing her experience with The/Studio. “We weren’t sure how many we would be producing, so it was nice to know there was flexibility regarding what we could order.”

Through its pricing calculator, The/Studio provides transparent calculations to customers, with the lowest-priced order costing \$500 and the highest to date being a \$400,000 project. In 2019, the company will begin to offer a tier-based subscription service. Acting as an agent for freelance designers, while providing services to brands who require specialized services, The/Studio will roll out this latest offering during the second or third quarter of 2019.

“We’re creating a marketplace for third-party designers, where our customers can pay a subscription to us,” Heller said. “Our designers can submit designs to brands on a monthly basis, and those brands can take those designs and manufacture on demand with our platform.”

While Heller is still working on the numbers, he envisions starting with a low-commitment trial basis. Once the details of the service have been finalized, he estimates the low-end annual subscription costing will be \$25,000 and the highest-level commitment will be several hundred thousand dollars. ●

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Shipping *Continued from page 1*

needed,” he said. When I bring it in early, I have to pay for it early and sit on it, but it is better to sit on it now rather than pay more for it later.”

Barraza, who started his company in 1992 and has weathered many ups and downs in apparel manufacturing, is one of many Los Angeles apparel makers trying to figure out how to cope with this uncertain world of impending tariffs and trade wars.

Everyone is carefully watching the current trade negotiations between the United States and China, which could determine whether those 10 percent tariffs are upped to 25 percent in March on an additional \$267 billion in goods.

“Our strategy has been to get things in as early as possible,” said Michael Weisberg, chief executive of **Second Generation** in Los Angeles, whose juniorswear labels include **BeBop** and **Gypsies & Moondust**.

His brother Gregg, the company’s chief operating officer, flew over to China a few weeks earlier than normal “to make sure things are getting out faster,” he said. “Our inventory on Dec. 31 was 10 percent higher than last year.”

In the juniorswear market, margins are very tight on clothing, which sells at modest price points. “We don’t have the ability to fly things over to get things delivered. It doesn’t make us money,” he explained.

Scott Wilson, an apparel adviser and contractor, said he has a Japanese client already discussing how to ensure that orders being produced in October aren’t affected by possible tariffs. “In the past, the Japanese company has generally shipped us the fabric for their polo shirts made here and sold in Japan,” he said. “But they have asked us to source their 100 percent cotton piqué fabric domestically,” he said. “They have been concerned with tariffs like everyone.”

David Vered, president of **YMI Jeans**, which makes a good percentage of its jeans in China, said he isn’t adjusting his import plans too much this year because Chinese New Year, which normally takes place in February, has been the traditional deadline to get goods done and shipped. During that Chinese holiday, most factories shut down for two weeks to four weeks.

“The Chinese New Year is always the deadline to get goods in from all those factories, which will close at the end of January and won’t open until the middle of February or the end of February,” he said. “We will have our last container out by the end of January.”

Vered, however, said he isn’t too worried about new tariffs. He believes something will be worked out between the United States and China to avert a trade war. “My hope is they are going to find a resolution and a happy medium,” he noted. “If we go into a trade war, it will be very disruptive for the American economy and the Chinese economy.” ●

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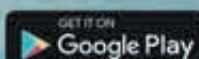
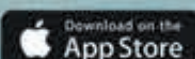
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Snapper Rock Grows Its U.S. Presence With Hire of DeAnna Lamphere

By Dorothy Crouch Associate Editor

As safety becomes more stylish, swimwear brand **Snapper Rock** is carving out a large area of the swimwear industry for its line of apparel, which offers UPF 50+. While the company was founded in 2003 as a juniors line of protective sailing apparel for kids up to 16 years of age, it expanded to include adult offerings in 2016.

With greater awareness placed on skin health, consumers are searching for ways to enjoy their lives yet remain protected from the damaging effects of the sun. “The swimwear industry is a very exciting one to be part of. It’s fun but competitive,” said Liz Eglinton, the company’s founder and chief executive officer. “The year 2019 for Snapper Rock is ensuring the building blocks are in place so we can scale up as needed. We will continue to place a big emphasis on growing our family range while being true to our core kids’ range.”

To prepare for its next stage of growth, Snapper Rock is also expanding its executive leadership. The Auckland, New Zealand-based company recently announced it hired DeAnna Lamphere as its new president. This new role complements the work of Eglinton and Julie Rich, who is

director of sales and of U.S. operations at the company’s Annapolis, Md., office.

“DeAnna’s deep insights into the United States apparel industry will help shape the next 10 years of our brand positioning as we continue on our journey to become the leading UPF swim and beach lifestyle brand,” Eglinton said.



DeAnna Lamphere

An apparel-industry veteran, Lamphere, based in Tampa, Fla., served as president and chief executive of **Naked&Famous Consulting**, the brand and retail-strategy firm she founded in 2016.

Focused on men’s and women’s apparel, Lamphere said she felt the calling as a fashion merchant early in her life. She has worked with major industry leaders such as **Macy’s**; the **TJX Companies**; **Ross Stores, Inc.**; **White House Black Market**; **Nordstrom**; and **BCBG**.

“This is a great time to join Snapper Rock, and I am glad to be part of the family,” Lamphere said. “They’ve built a valuable brand that is highly recognizable.”

While making the transition from the men’s and women’s apparel field into swimwear might seem to be a stretch, Lamphere has experience in the swimwear segment. During her time with White House Black Market and Nordstrom, she developed swimwear for the two major brands.

“Women’s swimwear isn’t a stranger to me,” she said. “I don’t think it’s something that is terribly different from fashion overall. It’s another category with a different set of intricacies, whether it be fabric, fit, needle or

technology.”

With a mission to create classic styles that protect its customers, Snapper Rock will allow Lamphere to work with clothing that relies heavily on sun-protection technology. Fashion elements remain important, but the brand is continuing to examine how trends such as UPF 50+ swim leggings—introduced in 2018—and one-shoulder styles fit into its long-term goals.

“The trends that are relevant to take the brand to the next level are the coordinates and prints,” Lamphere said. “We want to make sure that we’re representing the trends in the right way that is best for our brand.”

Introducing fresh designs that nod to trends, which have the potential to become classic features in swimwear, is important to this brand, which serves a high-end clientele. With wholesale price points for its women’s and men’s pieces ranging from \$25 to \$46, the Snapper Rock brand counts big names in apparel and tourism among its customers.

Snapper Rock currently manufactures its women’s swimwear, swim leggings and men’s rash tops using a blend of 80 percent nylon and 20

percent elastane. Manufactured with a dense fabric composition and tight weave, the pieces yield the UPF 50+ rating for which the brand has become known. Under Lamphere’s leadership, Snapper Rock is looking to serve as the authority for this type of protective swimwear.

“Snapper Rock is in the game to build dominance in the industry with UPF 50+ and fashion for a lifestyle brand in all the areas of the business,” Lamphere said. “2019 will be spent building that base of operational excellence to take on a huge scale.” ●



Revly: Building Confidence Through Simple Cuts in Swim



Jordan Robbins

While swimwear brand **Revly** launched in June 2018, its mission was established in 2017 when San Diego native and former Division I volleyball player Jordan Robbins started writing a blog confronting the body-image issues she and her friends experienced.

Now based in Santa Monica, Calif., Revly has grown into a swimwear brand that uses simple cuts that are flattering on many body types.

“There are people across the world who are tired of being told what the standard of beauty is,” Robbins said. “Our brand spoke to this because we were extremely vulnerable when we spoke about our own personal struggles.”

The Revly blog invited readers to “Show us your worst and let us help you find your best,” with Robbins sharing her own struggle with scoliosis in a post titled “My Back Story.” Establishing this community allowed Robbins to identify women, similar to herself, whose body type fell within a stage she refers to as “the in-betweeners.”

“The curve models are taking off, but there isn’t representation for a size 6 or an 8. Either you’re a size 0 or you’re Ashley Graham [a

plus-size model],” she said. “I wanted this line and brand to be for anybody—any girl who feels insecure about the way she looks.”

Following her 2017 graduation from the **University of Wisconsin—Madison**, Robbins returned to her parents’ home, where she looked through a drawer filled with her old swimsuits. She designed Revly’s swimwear based on styles she had accumulated over the years, taking her favorite elements from different suits to create the perfect cuts she envisioned.

“Sports bras were used to inspire the designs, but with a strap I liked on one suit, and I wanted to use a band from another suit,” she revealed. “I even pulled from a junior-life-guard suit.”

Committed to domestic manufacturing, Robbins makes Revly in Southern California with a four-way-stretch material that is 82 percent nylon, 18 percent spandex and sourced in Los Angeles. The line is sized XS to XL, with the smallest size fit for tween girls and the largest able to accommodate a size-14 woman.

Preparing for her next collection, Robbins explained that she will maintain the cuts from the previous line but wants to introduce new colors and patterns each season.

“These are suits that aren’t going out of style,” she explained. “We’ll change out the colors, but the cuts are very simple and flattering. There are three different bottoms, and it’s all based on coverage—full, cheeky or skimpy.”

Marketing for Revly highlights the beauty of everyday women. The models are Robbins’ friends, and she doesn’t permit promotional photos to be airbrushed.

“All the models are girls who I know. This is who we are,” Robbins said. “You wear the suit—don’t let the suit wear you.”

Revly is sold exclusively online at www.revlysport.com. Direct-to-consumer price points range from \$48 to \$95.—Dorothy Crouch



Power 2 The Flower: Cultivating a Community of Female Artisans

After 18 years of working in private-label swimwear, Esther Maya, the owner and creative director of **RW Designs, Inc.**, wanted to start her own line. With a Los Angeles-based team of 12 to 15 employees, Maya set out to create a brand that celebrates women.

"It was more of a passion project," she said. "Our bread and butter is in the private-label realm."

Under the name **Power 2 The Flower**, or **P2F**, Maya's team created a collection of bikini separates, one-pieces and cover-ups that feature strong floral prints. The line is set to launch on March 15 with wholesale prices ranging from \$12 to \$34.

"We are able to leverage a lot of relationships, so we can provide customers with the best price off the bat without compromising fabrications or design silhouettes," Maya said.

These relationships include factories located in China's Jinjiang province, a region where RW Designs has an office with five employees dedicated to quality control. Using chiffon to create the P2F cover-ups, Maya relied on a micro-poly fabric with a sueded finish and soft jersey lining for her swimsuits.

"We used a jersey lining with a brushed finish, so it looks doubled up, similar to a higher-end product, but the whole idea behind the line is to make beautiful things that are attainable," she explained.

With pieces available in XS through 3X, and a children's capsule,



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Maya is allowing women of different ages and sizes to wear P2F designs. Remaining aware of the environment is also important to Maya, who uses biodegradable poly bags and hygienic liners made from 100 percent recycled paper.

Because P2F is all about power to women, Maya decided to share her e-commerce site with other emerging brands owned by women to build a community of women working together.

"The idea behind P2F is to create a platform that is curated, but we allow other women-owned brands to be a part of the website," she explained. "It's geared toward emerging brands or those that don't have a lot of funding but they offer products that we believe in and are passionate about."

Supporting female-run brands on the P2F website isn't the only way Maya is supporting other women. A collaboration with **Step Up** will help young women from underserved communities prepare for college. A venture with designer Rosalba Rivera will afford opportunities for indigenous female artisans to design pieces for the brand while earning a wage and having their stories told.

Ahead of its release date, P2F has secured retail partnerships with **Dolls Kill**, **Lulu's** and **Altar'd State**. Additional information regarding the line is available at www.rwdesignsinc.co/power-2-the-flower.

—Dorothy Crouch





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Johnny Was: Carrying the Boho Look Over to Swimwear

The world of **Johnny Was** is all about embroidered clothing with a certain boho look that has been a strong selling point for the Los Angeles label since it was founded in 1987.

Now, Johnny Was is transferring that boho look to a new swimwear collection, which launched in December for Resort 2019.

The collection has 25 pieces that include several one-piece bathing suits, high-waist and hipster bottoms, halter tops, tankinis, kimonos, caftans, and sarongs. Retail price points range from \$88 to \$298.

The fabric used in the swimwear collection is Lycra Xtra Life, which keeps its elasticity over time and molds to the body, allowing for maximum freedom of movement. It also offers UPF 50+ sun protection.

"When it comes to swimwear, fit is paramount for all figures, whether it's a one-piece or a bikini," said Johnny Was designer Biya Ramar. "We were very thoughtful with print placement as well as our signature embroideries to flatter all body types. The construction and fabrication are topnotch and made to stand up to the rigors of chlorine, saltwater and sun."



The silhouettes are flattering, particularly the Haley corset black one-piece punctuated with embroidered flowers on the side and around the top. A bandeau flounce top and a flowy tankini top in a light print provide more coverage with a flirty air. High-rise bottoms look stylish, not frumpy.

The swimwear is designed to be worn with the collection's kimonos, caftans and sarongs done in a floral print.

"The Johnny Was swimwear collection is inspired by the California coastline and the iconic beaches like Malibu, Zuma and Laguna," said Rob Trauber, the chief executive of Johnny Was. "Since so many of our customers comment on how well Johnny Was travels, it seemed perfect to launch a collection made specifically for that."

For more information, visit www.johnnywas.com.—
Deborah Belgium



Salt Life Debuts Its First-Ever Women's Swimwear Line

For years, **Salt Life** has concentrated on outfitting people active in die-hard water sports such as saltwater fishing, where its technical fishing shirts offer sun protection.

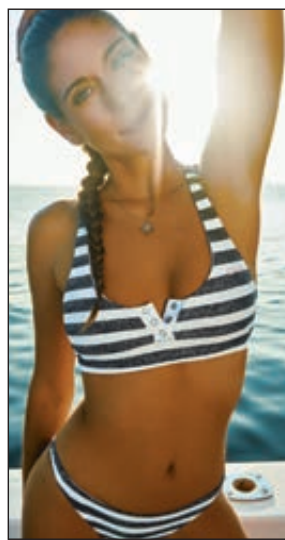
But that changed when Salt Life decided to make swimwear for women who want to be able to wear a suit that is durable enough to go spearfishing but at the same time lounge by the pool.

Salt Life's new women's swimwear line featuring both style and function was introduced last July at **Swim Week** in Miami Beach, Fla.

To manufacture the new swimwear brand, Salt Life collaborated with **SwimUSA**, which makes private-label and branded swimwear.

Jack Waldman, a principal at SwimUSA, said the Salt Life line features beach landscape prints and Salt Life logos. The swim line's patterns and colors are similar to those found on Salt Life's women's apparel, such as tank tops and dresses.

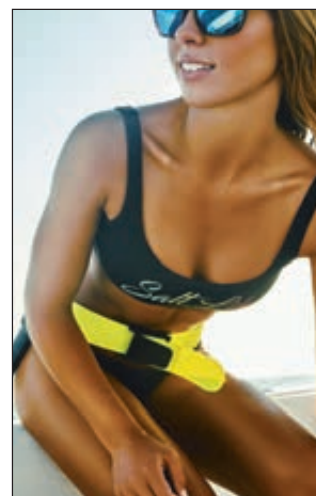
Salt Life, headquartered in Columbus, Ga., is a division of **Delta Apparel Inc.**, an international design, marketing, manufacturing and sourcing company, which employs 7,500 people and has operations in the United States, Honduras, El Salvador and Mexico. Its subsidiaries include **M.J. Soffe** and **DTG2Go**.



Since its founding in 2003, Salt Life has concentrated on water sports. But the new swimwear line is part of the brand's lifestyle, said Jeff Stillwell, Salt life's president.

Stillwell described the line's price points, which will be wholesaled to select retailers, as moderate, but he did not give specifics. It also will be sold at the brand's direct-to-consumer channel www.saltlife.com, as well as its branded stores, which includes outposts in Huntington Beach, Calif., and San Clemente, Calif.

To design the line, Stillwell asked women who serve as the brand's ambassadors what they want to wear for different activities. Swimwear for tanning may have smaller silhouettes. "However, if you are on a boat, fishing, diving or on a paddleboard, a little more coverage may be wanted," he said. Style was important to this line. Offering durable swimwear was another important issue.—*Andrew Asch*



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Kris Goddard's designs for Paradise Ranch deliver what she promises—fresh shapes with a vibrant, youthful appeal yet offering comfortable coverage on the top and bottom. Paradise Ranch goes bold with prints, an array of exuberant tropicals mainly sourced from Italy and France, with solids produced in the United States. The line's success has enabled Goddard to start buying print designs exclusive to Paradise Ranch. Beyond the bright look, Paradise Ranch is also developing a loyal customer base for its smart silhouette choices and Goddard's meticulous attention to fit details. "My collection is meant to be multifaceted," Goddard notes. "It's more than just swimwear—it's wearable to many places, it's interchangeable, it makes for easy packing. That's the mainstay of what we're doing that makes us different. It's coverage but still sexy." Paradise Ranch Designs has been recently photographed on some of the brightest young Hollywood talent like Miley Cyrus in Vogue, actress Amanda Cerny, singer Ashanti, and entertainer Chloe Lukasiak. Visit us at the Swim Collective Tradeshow, Jan 7-8, 2019, Anaheim. Booth #1225.



Surf Expo

www.surfexpo.com

Surf Expo is the largest and longest-run-

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



SwimShow

www.swimshow.com

SwimShow, the premier trade show dedicated to the swimwear industry, will return in July 2019 to the Miami Beach Convention Center in Miami Beach, Florida, with the support of the Miami Beach Visitor and Convention Authority. Produced by the Swimwear Association of Florida, this iconic event is celebrating its 37th anniversary as the most respected, comprehensive, and longest-running swimwear trade show of its kind ... a must-attend event of the buying season. The Collection, a curated fashion environment, will once again play a key role in allowing retailers to discover the best emerging and established contemporary and boutique brands in addition to resort, beachwear, lifestyle, men's, children's, and accessories.

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swim/cover-up textiles

Cover-ups and swimsuits have always formed a vital part of any swimwear collection, but this upcoming season they seem to be everywhere—with everything from florals and animal prints to stripes and geometric zig-zags. There's no reason to be bored with these options.



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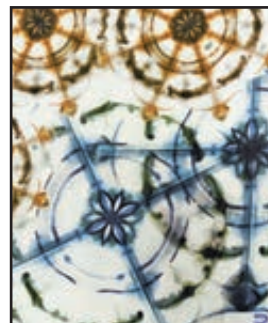
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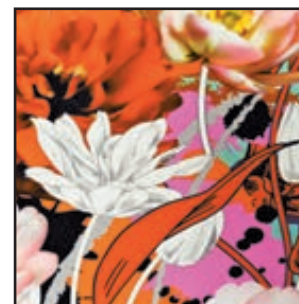
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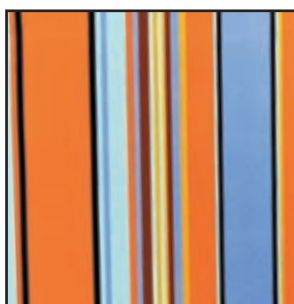
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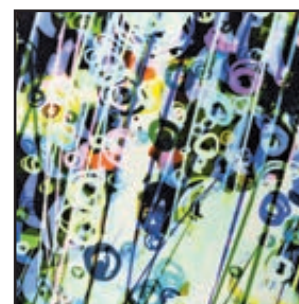
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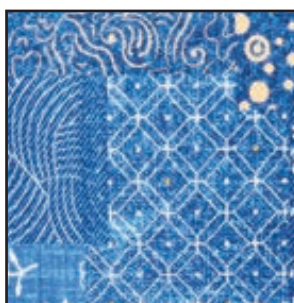
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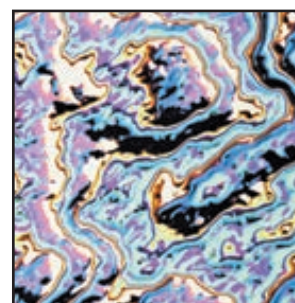
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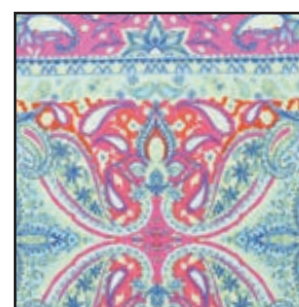
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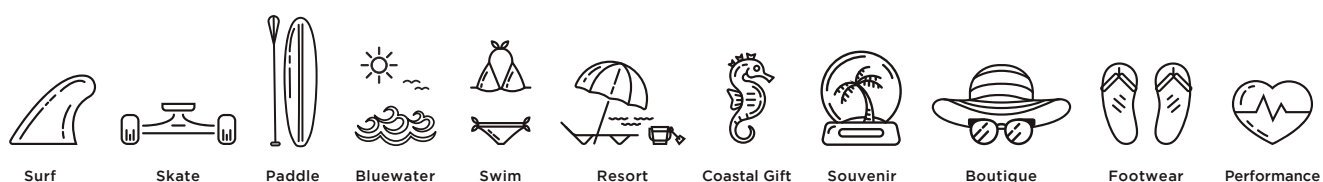


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Seea Rides into SIMA Awards With Several Nominations in Hand

By Andrew Asch *Retail Editor*

Southern California surf brand **Seea** might be the independent label that makes the biggest splash at the 15th annual **Surf Industry Manufacturers Association SIMA Awards**.

Seea is nominated for four awards, to be given out in February, in categories traditionally dominated by the major surf brands. Seea received the most nominations for a small, independent women's surf label in the awards show's history, said Sean Smith, SIMA's executive director, who will be at the awards ceremony, held in Orange County, Calif.

"Seea has achieved something unique in that they have been nominated in four varied categories: Breakout Brand, Women's Marketing Campaign, Women's Swim Brand, and Wet Suit. The only other women's brand that came close to doing something like that was **Amuse Society** in 2016 when it was nominated in three categories," Smith said.

For the category of Women's Swim Brand, Seea, a privately owned brand that employs eight full-time people in San Clemente, Calif., is the only label that manufactures all of its products in the United States. Other brands in this category's competition are **Billabong**, **L*Space**, **O'Neill**, **Rip Curl**, **Roxy**, a division of **Boardriders Inc.**, and **RVCA**, owned by Billabong.

Amanda Chinchelli, an Italian immigrant, started Seea because she wanted to manufacture a surf line domestically and make clothes in an environmentally sustainable way. However, the primary reason for starting the label was to give women surfers an alternative.

"I wanted to create something different," Chinchelli said. "I was frustrated with what was out there. I wanted sun protection, but there was nothing with long sleeves. Everything also had 1,000 logos on it."

Her idea of "different" swimwear was something with a vintage style that was comfortable and durable. It fits the style of Chinchelli, who occasionally starts her days surfing at San Clemente's beaches and later inspects the downtown Los Angeles factories making her line.

The inspiration for this line started with longboarding. As a teenager, Chinchelli started riding long surfboards during a trip to her childhood home, the Brazilian island of Ilhabela.

She grew up in the Italian city of Florence but continued with the sport and rode longboards off of Italy's western coast. She met her husband, Brian Greer, when he was traveling through Europe. After a seven-year long-distance relationship marked by surfing trips around the globe, they married and moved to California. Greer works in Seea's sales and operations.

The brand started in 2011 with a few select pieces such as a rash guard, a one-piece swimsuit and something called a surf suit.

Inspired by wet suits, Seea's surf suit was meant for surfing when the weather is warm. Sleeves are long, like the label's rash guards, but the bottom half of the piece looks like a bodysuit. She pitched this product as something unique to the **Thalia Surf Shop** in Laguna Beach, Calif., in 2011.

"They were looking at me and asked, 'What is this?' But because [the suits] had cool prints and were innovative, Thalia was happy to try them. They bought a few suits on consignment and they sold out."

Chinchelli wanted her swimwear line to evoke the early days of surfing and to

be similar to suits worn by women in the Eisenhower era that provided a lot of coverage. Retail price points range from \$60 to \$150 for bikinis and from \$150 to \$200 for surf suits.

Seea is currently sold at 300 retail locations including **REI Co-op**, **Anthropologie**, **Shopbop** and core surf shops such as Thalia.

In 2016, the label started using mostly sustainable fabrics such as **Repreve**. Made from plastic bottles, Repreve offers wicking and is water repellent. Seea also uses cottons from **Recover**, a sustainable yarn. For a nylon substitute, the brand uses **Econyl**, made from nylon waste.

For its 2020 season, Seea will introduce a line of accessories that will include surfboard covers with a sustainable edge because they will be made from the brand's leftover fabric. ●



Calendar

Jan. 5

The Trendz Show
Palm Beach County Convention Center
Palm Beach, Fla.
Through Jan. 7

Jan. 6

AccessoriesTheShow
FAME
Moda
Project Womens

Javits Center
New York
Through Jan. 8

The Trends Show
Shriner's El-Zaribah Auditorium
Phoenix, Ariz.
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



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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.

Jan. 11
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