

# CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR 74 YEARS

\$2.99 VOLUME 75, NUMBER 13 MARCH 29–APRIL 4, 2019



Consort 62

## LOS ANGELES FASHION WEEK

# FALL COLLECTIONS ON THE RUNWAY

The runways were full for Los Angeles Fashion Week with styles being seen in two locations this season. For more from L.A. Fashion Week and Art Hearts Fashion, see page 6.

## Small Apparel Boutiques Stay in the Game With Hands-On Owners

By Dorothy Crouch Associate Editor

The secret sauce for store owners to be successful is often very simple—all they have to do is be on-site to give a sense of personality to the outpost and provide personalized service to make clients feel special.

“When the owner is present, it makes a difference for their sales,” said Peter Jacobson, president of **Fashion Link**, a distributor of European luxury women’s fashion brands, and **Creative Concepts**, the company’s sales branch, headquartered in Los Angeles’ **The New Mart**. He has noticed that as businesses expand and store owners aren’t on-site, sales decline.

Paula Rosenblum, managing partner and co-founder of **Retail Systems Research** in Miami, grew up watching her father manage **Sam’s**, the family’s apparel store, on New York’s Long Island. “When something new comes in, you can let your customer know, even if it’s just with a postcard or an email.”

➔ Retailers page 3

## A Squad of Female Executives Takes Over at Manhattan Beachwear

By Deborah Belgum Executive Editor

Inside the two-story industrial office building that houses the vast **Manhattan Beachwear** operations in Cypress, Calif., a mini revolution is going on.

In the last few months, the executive suites of one of the largest swimwear manufacturers in the United States have been occupied by a phalanx of female managers and directors who are running the swimwear company after it was helmed for years by men.

In the top spot is Lindsay Shumlas, who became the company’s chief executive officer last September after holding the dual positions of chief financial officer and chief operating officer.

The company has more than a dozen labels, which include proprietary labels **La Blanca**, **The Bikini Lab**, **Maxine of Hollywood** and **24th & Ocean** as well as licensed labels including **Lauren Ralph Lauren**, **Nanette Lepore**,

➔ Manhattan Beachwear page 8

## INSIDE

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

2



4

Rent the Runway sued ... p. 2

Artisan Cloth talks denim ... p. 3

Fred Segal acquired ... p. 9

Education Resources ... p. 9

www.apparelnews.net



# Rent the Runway Sued by Competitor FashionPass

**Rent the Runway** was started in 2009 by two East Coast women who hit upon the idea of renting out clothes to a broad range of women who like to mix up their wardrobe but may not have the money to buy a full closet of clothes.

In 2016, a similar online service called **FashionPass** was launched by Brittany Johnson and Joel Avery in Los Angeles, offering a monthly subscription service to rent clothing and accessories to women primarily in their 20s and 30s.

On March 26, FashionPass sued Rent the Runway in Los Angeles County Superior Court claiming that Rent the Runway was strong-arming a long list of clothing companies to not sell merchandise to FashionPass.

The lawsuit said this has cost FashionPass at least \$3 million in revenues.

The lawsuit claims unfair competition in addition to intentional interference with contracts and prospective business. "Since its founding in 2016, FashionPass has achieved strong and steady growth and has become a showcase retailer in the fashion-rental business," the lawsuit claimed. "Rent the Runway is exerting its superior market power and financial capabilities to coerce FashionPass's top suppliers to refuse to sell merchandise to FashionPass and is thereby attempting to eliminate competition from FashionPass."

Rent the Runway did not immediately respond to a request for comment about the

lawsuit.

Johnson said the problem began last October when sales representatives with whom she had been working told her they could no longer sell to her because they were in an exclusive agreement with Rent the Runway.

"We have a wide array of vendors, but the real problem is that customers come to us for these specific brands, and this is how we built the business," she said. "Not being able to carry those brands makes it so that customers don't find as much value in our service. We just want to be able to compete fairly."

This is, in many ways, a David-versus-Goliath case. Rent the Runway is valued at about \$1 billion. FashionPass is valued in the low millions.

FashionPass said it had been doing business for some time with at least 20 apparel manufacturers when the rental-clothing company learned that these companies were asked not to sell to it and instead sell to Rent the Runway.

The apparel companies listed in the lawsuit include **The Jetset Diaries**, **Show Me Your Mumu**, **ASTR the Label**, **Dress the Population**, **Finders Keepers**, **Yumi Kim**, **AGolde**, **Citizens of Humanity**, **Fifth Label**, **Cleobella**, **Sanctuary Clothing** and **Fame and Partners**.

FashionPass said that three of these labels are part of the company's top-five revenue-generating brands. The Los Angeles company is seeking damages in excess of \$6 million.—*Deborah Belgun*

## TRADE SHOW REPORT

### LA Men's Market Has 'Under Construction' Theme for Holiday Season

By Andrew Asch Retail Editor

The March 26–27 edition of **LA Men's Market**, which was founded in 2013 with a focus on men's streetwear, opened on the 10th floor of the **California Market Center** with yellow tape and work barricades set up to emphasize the trade show's theme of "Under Construction."

The theme was a comment on the current state of the trade-show business, said LAMM director Sannia Shahid. "Trade shows are changing. They are in a gray area. They're under construction," she said. "But we want to take up fresh, new ideas. You don't want to get stuck in the past. You have to keep growing."

This season's show grew 10 percent, to 123

booths, over last year and focused on Holiday 2019 styles. Vendors said they were at the show for various reasons. "For us, it's good face-to-face time," said Nico Reyes, national sales manager for the New York-based **Staple** brand. "For me, coming from out of town, it's easier than going to every separate store. You get a lot of work done here."

Vendors said that show traffic was busy. Shane Wallace of the **Reyn Spooner** brand said that the show felt busier than the March 2018 show. "The energy was stronger. The show is gaining more momentum," he said.

Thulani Ngazimbi of **The Rad Black Kids** brand agreed that show traffic was good. But he also said that many new brands complained that a lot of retailers were playing it safe and



Emiliano Dacayanan, who goes by the name Tek, of Indvlt



Thulani Ngazimbi of The Rad Black Kids brand



Meeting at LAMM's Dark Seas booth



Carl Louisville, right, of Guillermo with Clancy Pearson



Meeting at LAMM's Reyn Spooner booth. Shane Wallace pictured center.



Working at LAMM's booth for the Publish brand

not taking chances by ordering new brands.

Rebecca Hansel, West Coast sales representative for **Mercy & Loyal**, said that new brands must go through a long slog to get noticed. "Trade shows are essential to get exposure," she said. "People need to hear your name over and over again."

Buyers for department stores such as **Nordstrom** and **Bloomingdale's** were seen at the show. Also spotted were buyers for specialty chains such as **Sun Diego**, prominent boutiques such as **Bodega** and **RSVP Gallery**, as well as the e-commerce emporium **Moose LTD**.

**Rock City Kicks**, a retailer headquartered in Little Rock, Ark., and with three locations, shopped the show. Founder Corey Bacon said that camouflage prints remain important, and fashions inspired by 1990s looks remain popular. But he also saw new trends such as oversize silhouettes and a lot of tie-dye.

Established brands exhibiting at the show included **Obey Clothing**, **The Hundreds** and **Herschel Supply Co.**, which is popular for its accessories. The Herschel booth also showed a display of knits, including crew-neck sweaters and sweats, both introduced last year.

Show staff from the prominent streetwear and fashion brand **Carrots by Anwar Carrots** sported special hoodies and sweatpants.

Several new and emerging brands included Australian brand **Common Dust** and Los Angeles labels **Darthcarve**, **Mansfield Outpost**, **Kawai**, **Tribe Kelley** and **Guillermo**, a shirting brand designed by prominent

architect Mark Rios from the **Rios Clementi Hale Studios** in Los Angeles.

The show also set aside floor space for various specialized exhibitors, including skin-care brands **Salt & Stone** and **Lucky Bastard Co.**; Jason Markk and **Crep**, who make sneaker-care kits; and **Indvlt**, which makes kits for screen-printing T-shirts at home. ●

## AS YOUR BRAND EVOLVES



## MAKE YOUR BRANDING SOLUTIONS PROGRESSIVE



WWW.PROGRESSIVELABEL.COM  
(323) 415-9770  
LOS ANGELES • MEXICO • HONG KONG

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



# Artisan Cloth Creates ‘Greatest Innovation’ Event in L.A. Arts District

By Dorothy Crouch Associate Editor

Bringing together brands, mills and denim veterans, **Artisan Cloth**, along with partner **Lenzing**, the sustainable Austrian manufacturer of **Tencel**, recently co-hosted **The Greatest Showroom Innovation Celebration**—a circus-themed combination of a party and sourcing event based on the film “The Greatest Showman”—in the Arts District of Los Angeles.

As a showroom that includes premium denim and twill, Artisan Cloth is in the business of connecting brands with the fabrics and notions necessary to create a quality product, but this is only part of Artisan Cloth’s story. The focus of the event was to promote a sustainable-denim industry through innovative tools while creating a festive atmosphere for collaboration.

“Each of our mill partners put so much time into market research, fiber innovations, and an array of weaving and finishing techniques to try to pre-inspire fashion designers,” said Brad Alden Mowry, who owns Artisan Cloth with his wife, Danielle. “What the designers do next with our fabric innovations is next level. They take an excellent foundation and turn it into an incredible variety of finished products.”

Lenzing co-host Tricia Carey, director of global business development, emphasized how collaboration through sharing ideas was crucial to a progressive denim-manufacturing industry.

“It’s about having conscious collaboration where the partners are aligned with a similar mission and values,” she said. “Lenzing is nothing without our fabric mills and garment makers to bring our fiber to life in a garment. Each season, we see more interest in sustainability with the mill partners, and we’ve seen an increase in developments in using our fibers in their collections.”

Agreeing with Carey’s sentiment were the professionals in

attendance, who felt the event cultivated an atmosphere through which creative approaches to clean denim could be explored by meeting with peers in a more casual environment.

Industry veterans from denim brands included **Joe’s Jeans**, **Centric Brands**, **7 For All Mankind**, **Principle Denim** and **House of Gold**, and partners from mills included Japan’s **Kurabo** and branding, packaging and label manufacturer **Labeltex**.

“This approach helps to have genuine feedback and builds stronger relationships. Our customers shared the experiences with our products and what they expect from us in the future,” said Arlethe Sánchez, marketing and sample-room coordinator at Mexican denim mill **Tavex**. “We wanted



From left, Mike Daniels of Tavex, Israel Robles of Tavex, Tricia Carey of Lenzing and Tony Carnot of Tavex

to share our vision about the mill and information about our innovations for sustainable manufacturing. That is our goal.”

“We have to switch our mindsets,” said Mishel Imani, senior account executive and partner for the Los Angeles-based **Labeltex**. “Through the cohesiveness of people working together, we can have a nicer planet and environment for our grandkids. If not, they will be in a dump with no fish and no nature.”

While discussing the challenges of denim-industry sustainability, Imani mentioned that the demand for greener materials exists among brands, but convincing these companies that the slightly higher cost is worth the positive impact has slowed progress.

“A lot of them now are asking for recycled and sustainable products, but it’s hard because it’s a little bit more expensive.

For them to think about their budget, the plastic bag costs 2 cents, now they have to pay approximately 3 cents, but you’re saving the earth,” said Imani, whose company creates biodegradable packaging and recycled-polyester labels. “Instead of putting the garment into a clear plastic bag, pay a little extra, and I give you a certificate that in six to eight months it dissolves in a landfill.”

In addition to larger companies who want to shift the industry, there were others who were promoting slower manufacturing. By giving vintage clothing new life through vegetable-dyeing processes that use cutch, chestnut, sumac, indigo and logwood, Susan Lee of the **Wilder Showroom and Studio** in

Silver Lake, Calif., repurposes denim pieces creating new clothing in small batches through an initiative she refers to as seed-to-cloth.

“The great thing about this event is you can put together a brand,” she explained. “There are fabrics, a trim guy is here, I have vintage here for inspiration and the conceptual stage of

designing. He [Mowry] is trying to recreate a one-stop shop. It’s great to put all the different denim people, at different levels, together to support each other.”

Despite focusing on the serious topic of promoting sustainability, the event’s theme of “The Greatest Showroom” brought an element of fun to the event. While guests enjoyed cocktails and appetizers, an aerialist performed acrobatic feats, grasping a floor-to-ceiling-length piece of fabric.

“If we can’t have fun with what we do, then it’s just a job. This is about bringing everyone together. That is where the ideas happen,” Lenzing’s Carey explained. “That is why I love having this event—people have fun.” ●

## RETAIL

### Retailers *Continued from page 1*

Old-fashioned marketing can be everything. “Bigger companies have lost those human touches. This is old fashioned, but I would write handwritten thank-you notes,” said Britt Beemer, president and founder of **America’s Research Group** in Summerville, S.C., which does surveys of consumers’ shopping habits. “The people who fail are the ones who believe that retail is a transaction, not a relationship between the consumer and a store associate.”

Growing traffic for a small bricks-and-mortar retail opera-



Elisa B.



Elisa Bruley

tion is a tricky business that requires owners to develop a delicate formula of establishing personalized relationships with customers, knowing trends and employing a dedicated staff.

With the decrease in customer brand loyalty, the retail segment has experienced a shift toward an associate culture in which employee allegiance is not high.

“The retail-store model dictates a transient, relatively low-paid workforce,” Rosenblum observed. “As a small, independent retailer you can’t offer employees a career path, so it’s a bit challenging.”

Years ago, store associates were expected to learn the business under the guidance of their supervisors. This is no longer a reality for most employees in the retail space.

“When I was trained in retail, I had to analyze the return on linear investments, but you don’t have that type of training today,” Jacobson said. “Also, a lot of salespeople will wait for customers to come see them as opposed to reaching out

to the customer. The most successful salespeople are the ones who reach out and say, ‘You have to come see this.’”

### How is bricks-and-mortar succeeding?

At **Jade’s** in Pasadena, Calif., Marianne Reyes and Kim Holbrook are passionate about cultivating business at their store in **The Paseo Pasadena**, the town’s central shopping-and-entertainment center.

In their space, the women sell trend-driven and formal pieces that retail from \$50 to \$500 in sizes 2 through 20 from brands such as the Connecticut-based **Commando**, in addition to an in-house line, **Ginger Los Angeles**, which is designed by Holbrook and made locally in downtown Los Angeles.

“We had to be here. It’s our dream and our pride and joy,” Reyes said as she explained how being the independent-boutique destination in a center dominated by corporate apparel businesses such as **J. Jill** and **Chico’s** is beneficial for her business.

“We have to know what our customers want,” she said. “We feel good about it because we have other stores here that we can refer them to if they are looking for something different.”

The 1,900-square-foot retail space, which also includes Holbrook’s design studio in the back, is located in a prime corner location. In addition to the camaraderie the women feel with their corporate neighbors, Reyes and Holbrook are determined to become a destination for goods created by local designers and brands that are made domestically.

“Ladies come in every day and say, ‘You have really cool, different things,’” Holbrook said. “We strive to find local designers if we can, goods that are made in America and have different items that you’re not going to find anywhere else.”

A few blocks away, on East Holly Street in Old Pasadena, Elisa Bruley’s **Elisa B.** boutique sells high-end labels including **Alexander Wang**, **Phillip Lim**, **Tibi** and the luxury sustainable brand **Amur** (A Mindful Use of Resources), which retail for \$10 to \$1,300, with an average cost of \$150 to \$500. After nearly 26 years in business, Bruley and her staff—com-



Jade’s



Kim Holbrook, left, and Marianne Reyes

prising three salespeople and three marketing experts—host in-store events to provide an experience for clients.

Bruley recently developed her e-commerce and social-media presence over the last year, which has driven traffic to her store.

“There is no denying the power of our web presence. We want to get the website functioning where we are selling consistently on it; however, because of it, people come into the store constantly,” she said. “We’re trying to get everything to coexist.”

While Bruley wants to increase the online presence of her shop, her focus is on remaining a bricks-and-mortar business, where she spends approximately 50 hours per week outside of her additional duties of paying bills, buying new lines and maintaining inventory. For Bruley, being present in her store not only establishes that invaluable connection with clients, but it also informs her decisions regarding the offerings she will stock in the store.

“Getting to know the habits of the shopper informs your buys so much better,” she explained. “It’s so good to know what your clients respond to. You can’t develop relationships and cultivate loyalty if you don’t have the goods. If you’re on the floor, they’re going to tell you what they’re responding to.”

Echoing this sentiment, Jacobson says that when retail-business proprietors work on-site, they are available for customer feedback regarding all facets, from in-stock inventory offerings to the arrangement of pieces.

“Be open to change. Be responsive to needs,” he said. “Don’t take criticism personally, and merchandise. Today, a lot of the stores are not well merchandised.” ●



## Rue21 to Open a Buying Office in Los Angeles Fashion District

**Rue21**, the fast-fashion enterprise that now has more than 700 bricks-and-mortar stores across the country, is opening a West Coast buying office in Los Angeles to be closer to clothing manufacturers that supply the company.

The new office will be located at **Stanford Plaza** at 810 E. Pico Blvd. and will be close to the **San Pedro Wholesale Mart**, where many fast-fashion manufacturers

visional merchandise manager at the company and will report to Karen Pinney, Rue21's senior vice president and chief merchandising officer.

Appel said Stangl will be joined by three to five other people in the office and will be visiting vendors and seeking out new resources. "We felt we just needed a beachhead in Los Angeles," Appel said, noting that Rue21 buyers are in Los Angeles fre-



have their showrooms and offices.

"We are thrilled to be in California," said Michael Appel, the chief executive of the decades-old company headquartered outside of Pittsburgh in Warrendale, Penn. "It is really another step forward for Rue21."

Heading up the office will be Kara Stangl, who previously worked as vice president and divisional merchandising manager at **Wet Seal**, the retailer who went bankrupt and whose brand name was then acquired in 2017 by the **Gordon Brothers Group**. Stangl also was vice president of accessories at **Dots** and senior vice president at **Charlotte Russe**.

Stangl was named vice president and di-

visional merchandise manager at the company and will report to Karen Pinney, Rue21's senior vice president and chief merchandising officer.

"Our merchandising team is in Los Angeles at least one week or two weeks a month. This gives us an opportunity to have an office, meet with vendors and really have a permanent presence out there," Appel added.

Pinney said that the new office will also help the company source shoes from L.A. companies. "There is a significant opportunity for our growth in footwear, a 'white space' created with the recent demise of both Charlotte Russe and Payless Shoes," Pinney said.—*Deborah Belgum*

LOS ANGELES PROFESSIONAL SERVICES

**Black & White**  
BALL

BENEFITING NATIONAL JEWISH HEALTH

Presented by

Brutzkus Gubner Rozansky Seror Weber LLP  
and  
Rosenthal & Rosenthal of California

HONORING  
**Sydnee Breuer**

*Rosenthal & Rosenthal of California*

**Nick Rozansky**

*Brutzkus Gubner Rozansky Seror Weber LLP*

for Their Outstanding Professional  
Achievements and Humanitarian Work

SATURDAY, JUNE 1, 2019 | 6 P.M.  
THE INTERCONTINENTAL LOS ANGELES DOWNTOWN

Join prominent business leaders for a night of celebration and giving back alongside Los Angeles' top professionals in banking, law, investment, retail and fashion.

**Tickets and Sponsorship Information**

Alessandra Franco at 818.905.1300  
or FrancoA@njhealth.org

BlackWhiteBall.org



**National Jewish  
Health**  
Breathing Science is Life.

## Calendar

### March 31

**Gift & Home Spring Market**  
LA Mart  
Los Angeles  
Through April 2

### April 1

**LA Majors Market**  
California Market Center  
Los Angeles  
Through April 3

### April 2

**Atlanta Apparel**  
AmericasMart  
Atlanta  
Through April 6

### April 3

**DG Expo Fabric & Trim Show**  
Dallas Market Center  
Dallas  
Through April 4

### April 7

**Denver Apparel & Accessories Market**  
Denver Merchandise Mart  
Denver  
Through April 9

### NW Trend Show

Pier 91, Smith Cove Terminal  
Seattle  
Through April 9

### April 9

**Première Vision New York**  
Metropolitan Pavilion  
New York  
Through April 10

### April 12

**Hawaii Market Merchandise Expo**  
Blaisdell Exhibition Center  
Honolulu  
Through April 14

### Coachella Festival Dusk Till Dawn

46605 Dillon Road  
Coachella, Calif.  
Through April 14

**Fashion and Sustainability Summit**  
LIM College  
New York

### April 14

**Fashion Market Northern California**  
San Mateo County Event Center  
San Mateo, Calif.  
Through April 16

### April 19

**Coachella Festival Dusk till Dawn**  
46605 Dillon Road  
Coachella, Calif.  
Through April 21

### April 20

**Hong Kong International Home Textiles and Furnishings Fair**  
Hong Kong Convention and Exhibition Center  
Hong Kong  
Through April 23

### April 26

**Style Fashion Week Stagecoach**  
Indio, Calif.  
Through April 28

### April 27

**Hong Kong Gifts & Premium Fair**  
Hong Kong Convention and Exhibition Center  
Hong Kong  
Through April 30

There's more  
on ApparelNews.net.

For calendar details and contact information, visit [ApparelNews.net/events](http://ApparelNews.net/events).

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

**POSTMASTER:** Send address changes to: CALIFORNIA APPAREL NEWS, Customer Service, PO Box 4419, Orlando, FL 32802. **CALIFORNIA APPAREL NEWS** (ISSN 0008-0896) Published by TLM PUBLISHING INC. APPAREL NEWS GROUP Publishers of: *California Apparel News*, *Market Week Magazine*, *New Resources*, *Waterwear*, *New York Apparel News*, *Dallas Apparel News*, *Apparel News South*, *Chicago Apparel News*, *The Apparel News (National)*, *Bridal Apparel News*, *Southwest Images*, *Stylist* and *MAN (Men's Apparel News)*. Properties of TLM PUBLISHING INC., California Market Center, 110 E. Ninth St., Suite A777, Los Angeles, CA 90079, (213) 627-3737. © Copyright 2019 TLM Publishing Inc. All rights reserved. Published weekly except semi-weekly first week of January, second week of July and first week of September. Periodicals Postage Paid at Los Angeles, CA, and additional entry offices. The publishers of the paper do not assume responsibility for statements made by their advertisers in business competition. Opinions expressed in signed editorial columns or articles do not necessarily reflect the opinions of the publishers. Subscription rates: U.S.: 1 year, \$89; 2 years, \$140. Foreign: \$180 U.S. funds (1-year subscription only). Single-copy price \$2.99. Send subscription requests to: California Apparel News, Customer Service, PO Box 4419, Orlando, FL 32802 or visit [www.apparelnews.net](http://www.apparelnews.net). For customer service, call (866) 207-1448.





# FM Fashion Market Northern California NC

*April 14-16, 2019*

San Mateo Event Center

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

[fashionmarketnorcal.com](http://fashionmarketnorcal.com)



## A Look at Fall Fashions on the Runway

Fashion was front and center in Los Angeles during **Los Angeles Fashion Week** as buyers and fashionistas bopped between two different venues to get a glimpse of designers' interpretations of a range of fashions.

**L.A. Fashion Week**, held March 22–24 at the

**Petersen Automotive Museum**, was filled with eveningwear, sportswear, streetwear and creative looks. It kicked off with the **Walter Collection** by Walter Mendez.

**Art Hearts Fashion** held four days of fashion shows March 21–24 at **The Majestic Down-**

**town**, an elegant 1924 hotel where styles covered everything from swimwear, womenswear and childrenswear to men's sophisticated looks and streetwear.

Here are some looks from the California designers who were on the runways.— *Deborah Belgium*

### L.A. Fashion Week at the Petersen Automotive Museum



Nicholas Mayfield



Naeem Khan



Walter Collection



Casanova



Fatima Filali Idrissi



Hessa Al Hemel



King Design



Romy Collection



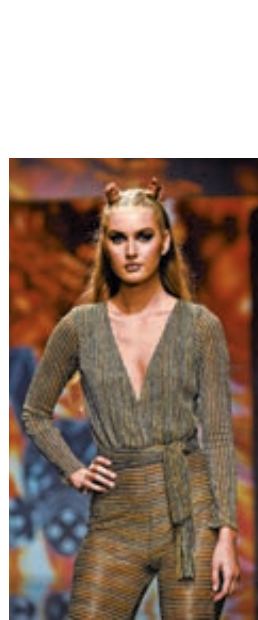
AYA by DK



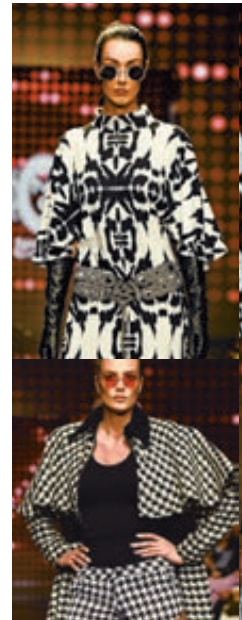
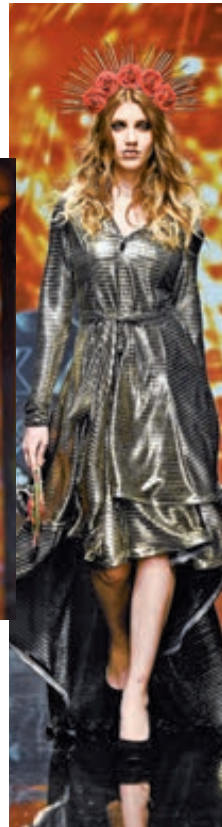
Art Hearts Fashion at The Majestic Downtown



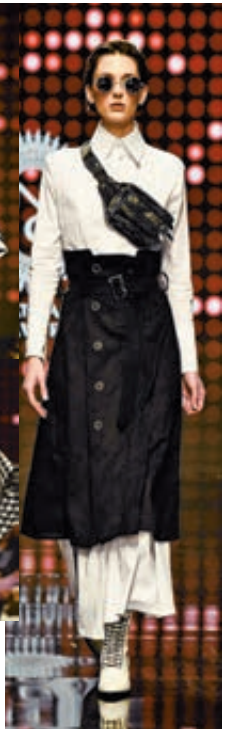
Grayling Purnell



Mister Triple X



Nathalia Gaviria



Nancy Vuu



2001



Kenneth Barlis



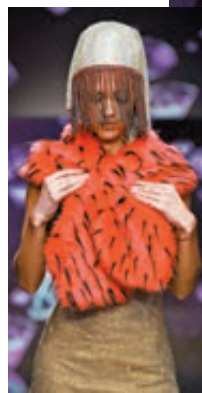
Glaudi



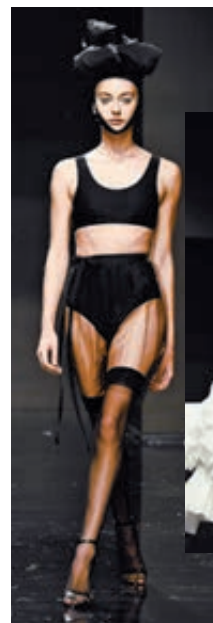
Consort 62



Victoria Crawford



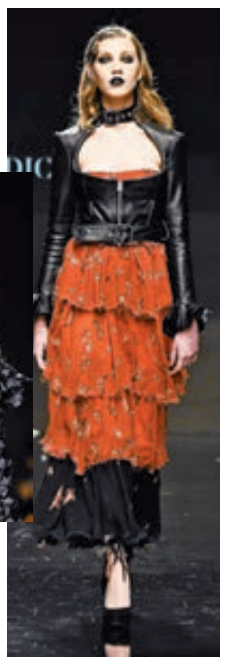
Sarmy



Kentaro Kameyama



Candice Cuoco



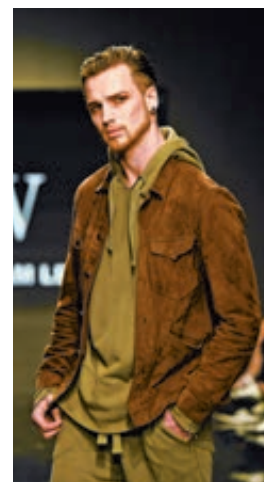
Dexter



Fernando Alberto Atelier



Oren Kash



William Lei





## Manhattan Beachwear *Continued from page 1*

BCBGMaxAzria and Trina Turk. It also manufactures private-label goods for several big-name retailers including **Macy's**, **Dillard's** and **Kohl's**.

"In the first six months that I have been here, I have recruited an entirely new executive team," said Shumlas, sitting inside her corner office, which is dotted with leafy green plants and flowers. Photos of her two children and husband sit behind her desk.

That new executive team was hired through recruiters so it is not necessarily intentional that all the top executives are women. "The candidates selected were the most qualified for the role and had passion for the work underway at Manhattan Beachwear," Shumlas said in an email.

Now, just doors away, is Joy Banducci, who came on board nearly three months ago as the chief financial officer. Down the hall are Zina Robinson, vice president of human resources, and Carrie Helferich, director of brand marketing.

Also on the same floor is Nicole Haase, named chief merchandising officer nearly



Lindsay Shumlas

are on calendar and on time."

Missteps at the swimwear company, which employs more than 200 people, were noticed by Marna Hann, the long-time co-owner of the **Jerrie Shop**, a swimwear store on Long Island, N.Y. As of two years ago, she carried about 90 percent of the labels made by Manhattan Beachwear. Now she has an order for La Blanca but nothing else.

"The one thing that is troublesome is fit, which is the key to the kingdom in swimwear," Hann said. "Manhattan Beachwear owned the best fit in the industry. However, they are so busy marketing the product that they forgot to design it."

Hann said she noticed this problem within the last year and has talked to Shumlas about it. Shumlas said the company makes it a priority to address fit and quality issues it hears about and would never value marketing over the product quality.

"I don't know whose fault this is," Hann noted, "but the bottom line is, stop worrying about marketing and get rid of the bad stuff you have and start focusing on making pretty swimwear again."

Another longtime retailer that has stocked several Manhattan



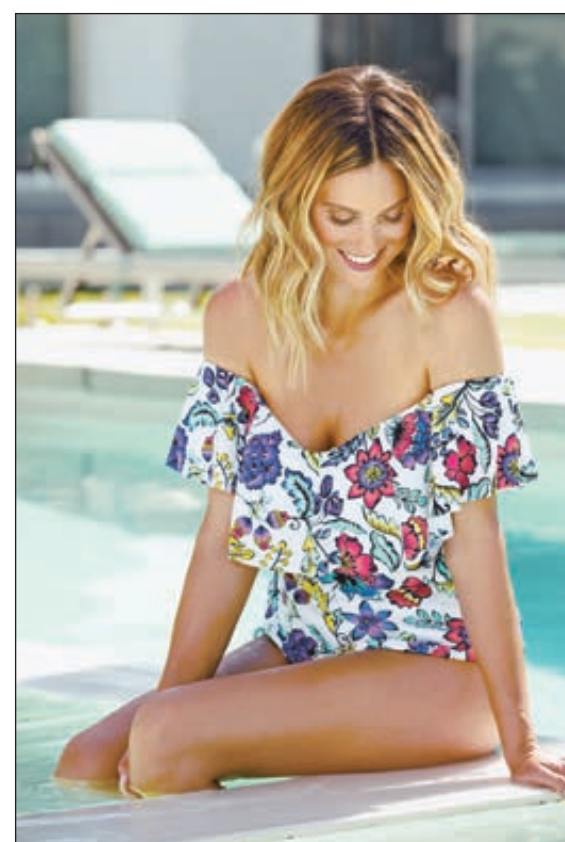
La Blanca

two months ago after working at **ModCloth** for more than five years. The vice president of product development is Masami Shigematsu.

The female revolution was launched last fall when Ohio-based **Linsalata Capital Partners**, which acquired 80 percent of Manhattan Beachwear in 2010 from founder Allen Colvin, decided to replace Kevin Mahoney, who had been the CEO since 2016.

Also gone is Howard Greller, a longtime swimwear executive who was vice president of design.

Shumlas was hired by Linsalata to move the company forward after Manhattan Beachwear had a difficult last year. "We had a challenging year meeting customers' deliveries, with internal delays on product," she said, noting she has been working on better communication between the design and sourcing teams. "Our focus has been to make sure we



24th & Ocean

**KINDOM**  
humans + nature + balance  
sustainable fashion

KINDOM is a contemporary, slow fashion brand that aims to combine style, sustainability, and indigenous textiles from around the globe into trend-focused styles that have meaning and purpose.

KINDOM's mission is to create a community (i.e. KIN-ship) with humanity and nature. It incorporates eco-friendly materials and sustainable practices at all levels, creating great products that delight and inspire, while protecting & benefitting the environment and humanity for generations to come.

The New Mart  
suite 707  
info@kindomshop.com



**Cinergy  
Textiles, Inc.**

Get Inspired!

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

One Roll Minimum.

www.cinergytextiles.com

Tel: 213-748-4400

ramin@cinergytextiles.com



Apparel News Group

**74**  
1945-2019

Seventy-four years of news,  
fashion and information

CEO/PUBLISHER  
TERRY MARTINEZ

EXECUTIVE EDITOR  
DEBORAH BELGUM

RETAIL EDITOR  
ANDREW ASCH

ASSOCIATE EDITOR  
DOROTHY CROUCH

CONTRIBUTORS  
ALYSON BENDER  
VOLKER CORELL  
JOHN ECKMIER  
JOHN MCCURRY  
ESTEVAN RAMOS  
TIM REGAS  
N. JAYNE SEWARD  
HOPE WINSBOROUGH  
NATALIE ZFAT

WEB PRODUCTION  
MORGAN WESSLER  
CREATIVE MARKETING DIRECTOR  
LOUISE DAMBERG  
DIRECTOR OF SALES AND MARKETING  
TERRY MARTINEZ

SENIOR ACCOUNT EXECUTIVE  
AMY VALENCIA

ACCOUNT EXECUTIVE  
LYNNE KASCH

BUSINESS DEVELOPMENT  
MOLLY RHODES

SALES ASSISTANT/RECEPTIONIST  
SERGIO ESPELETA GUILLEN

ADMINISTRATIVE ASSISTANTS  
ASHLEY KOHUT  
CHRIS MARTIN

RACHEL MARTINEZ  
SALES ASSISTANT

PENNY ROTHKE-SIMENSKY  
CLASSIFIED ACCOUNT EXECUTIVE  
JEFFERY YOUNGER

PROFESSIONAL SERVICES  
& RESOURCE SECTION  
JUNE ESPINO

PRODUCTION MANAGER  
KENDALL IN

EDITORIAL DESIGNER  
JOHN FREEMAN FISH

FINANCE  
DAVID MARTINEZ  
CREDIT MANAGER  
RITA O'CONNOR

PUBLISHED BY  
TLM PUBLISHING INC.  
APPAREL NEWS GROUP  
Publishers of:  
California Apparel News  
Waterwear  
Decorated

EXECUTIVE OFFICE  
California Market Center  
110 E. Ninth St., Suite A777  
Los Angeles, CA 90079-1777  
(213) 627-3737  
Fax (213) 623-5707  
Classified Advertising Fax  
(213) 623-1515  
www.apparelnews.net  
webmaster@apparelnews.net

PRINTED IN THE U.S.A.





Beachwear labels for years is **Sylvia's Swimwear**, which has two stores in the Seattle area.

Last year the company's chief executive, Sylvia Bailey, did not carry the La Blanca line, which is a big seller, because she noticed that **Amazon.com** was carrying it for nearly half the price at which she was selling it. "It was purely because of the Amazon thing that I was not carrying it," she said. "This year it is different. We are carrying La Blanca in the store." She said Amazon is now carrying La Blanca at a price that matches her own.

Guaranteeing that retailers can get full price for their merchandise is one of the main goals for the new chief executive. Shumlas also wants to make sure each brand in the company's stable of labels doesn't overlap with the others. "In a house of brands like we have, we have to understand the DNA and demographic of the customers and be focused on each product line and what each product stands for," she said. "Three of our lines, Lauren Ralph Lauren, **Kenneth Cole** and La Blanca can sit together, but there is a different reason for each of those brands."

Along with distinct personalities to each brand, the company is embarking on a program to incorporate larger sizes into its merchandise. This is something that many swimwear companies have done as have retailers such as **Torrid** and **Lane Bryant**, which cater to plus-size women.

But Manhattan Beachwear hasn't been as aggressive in adopting plus sizes, which is a fast-growing category because 68 percent of women in the United States now wear a size 14 or up. "Strategically, I set my vision for where we are going to empower all women in swimwear," said Shumlas, who was the chief financial officer at the childrenswear company **Matilda Jane** in Fort Wayne, Ind., before working at Manhattan Beachwear.

So, for the 2020 swimwear collections, Manhattan Beachwear is hoping to develop larger silhouettes that go up to a size 24. But on the other side of the spectrum, Shumlas is thinking about bringing in smaller sizes, such as a 0 or a 2. "We are working through a full-fit assessment right now," the CEO said.

International expansion is another goal for Shumlas. Cur-

rently, Manhattan Beachwear has one distributor in Europe, based in Germany. She would like to expand revenues, which the company does not disclose, by finding more distributors in areas such as Spain and Italy.

At the same time, she is examining new sourcing opportunities. Right now, about 70 percent of the company's swimwear is made in China and another large share is done in Vietnam. About 10 percent is made in Mexico, where the company used to have two factories but now works with contractors. For fast-turn items in Mexico, Manhattan Beachwear uses Canadian fabric for duty-free entry into the U.S.

But Shumlas has a sourcing trip planned soon to visit China, Vietnam, South Korea and Indonesia, where Manhattan Beachwear used to do a good deal of its sourcing, to check out alternatives. "It's important that we have multiple sourcing models—core, fast-turn and fashion—and that we link our sourcing strategies to the overall business strategies," Shumlas said. "It's important to make sure you know which factory is best for the brand and where the fabric is coming from." ●

## NEWS

# Kornit Digital to Unveil New Capabilities During 'Kornit Discover' in New York

Digital textile-printing-technology provider **Kornit Digital** has announced its latest offering, **Kornit Discover**—events that include educational workshops, networking opportunities, product demonstrations and sessions with guest speakers.

The Israel-headquartered firm is launching the first event in New York April 3–4, with a keynote by Scott Goldstone, owner of **Breakaway Sports**.

"With Kornit Discover, we are creating an industry event that will challenge established thinking patterns," said Omer Kulka, Kornit Digital's vice president of marketing and product strategy. "In fact, we will transform the way visitors think and print."

During the inaugural event, attendees will be able to learn more about Kornit's latest technology with the Avalanche Poly Pro direct-to-gar-

ment printing system, based on the company's NeoPigment process, which has helped advance polyester printing.

According to Kornit, the \$33-billion market's problem of dye immigration has been solved by the technology's ability to allow for high quality in direct-to-garment polyester printing while ensuring that consumers can expect no compromise in design or cost.

"There are still a lot of perceptions and opinions in the market about direct-to-garment printing and what its opportunities and limitations are," Kulka said. "Printing on dark polyester is a prime example. There is an opinion in the market that digital printing and dark poly don't go well together, and we just lifted this barrier."

—Dorothy Crouch



# Global Icons Licensing Buys Majority Stake in Fred Segal

The **Fred Segal** boutique company is on the move. A new Fred Segal store will open in Malibu, Calif., on April 6, and the retailer has a new owner.

Brand-licensing agency **Global Icons** announced on March 27 that it acquired a majority ownership in **Fred Segal LLC**. Terms of the deal were not disclosed.

In 2012, the **Sandow** company acquired the rights to the Fred Segal name. In 2014, Sandow partnered with equity investor **Evolution Media Partners**, which gained majority ownership in 2016. With this latest acquisition, Evolution Media becomes a minority stakeholder in the company and Sandow is no longer involved in Fred Segal.

In the past, Global Icons has created partnerships around celebrated heritage brands including Los Angeles landmarks such as the Hollywood sign and the Walk of Fame. Jeff Lotman, Global Icon's chairman, said that his company's investment will help expand the existing Fred Segal collection of apparel and accessories. It also will help the retailer open new stores overseas and expand Fred Segal's licensing business.

In 2012, Fred Segal opened a store at the **Los Angeles International Airport**, and five years later it opened a flagship in West Hollywood, Calif. The retailer also has new locations in the Swiss cities of Zurich and Lausanne as well as in the Asian cities of Taipei and Kuala Lumpur, said Allison

Samek, Fred Segal's chief executive officer.

"Over the previous few years we have been focused on building the brand and setting the foundation for the future. We've opened stores, developed a strong assortment of product and shared our vision with the world. We are perfectly positioned to grow this brand exponentially with Global Icons," Samek said.

Lotman said that growth will not change what people loved about Fred Segal. "I'm committed to preserving the history and integrity of the company while continuing to evolve the dynamic Fred Segal brand and experience."

—Andrew Asch

## Education Resources

### California State University, Northridge

18111 Nordhoff St.  
Northridge, CA 91330-8308  
(818) 677-3051; Fax (818) 677-4778  
<https://www.csun.edu/health-human-development/family-consumer-sciences/apparel-design-and-merchandising>  
[yi.cai@csun.edu](mailto:yi.cai@csun.edu)

Contact: Dr. Yi Cai, Professor and Chair

The Family & Consumer Sciences: Apparel Design and Merchandising undergraduate program at CSUN offers an analytical study of concepts and their application as they relate to the design, production, and merchandising of textiles and apparel. Our method is to combine design technology, business strategy, and fashion merchandising in our approach to apparel manufacturing, processing and merchandising techniques, and textile product quality control.

When our students graduate they are prepared to apply their knowledge from the physical and social sciences, technology, aesthetics, and business for every opportunity and career throughout the apparel and textile industry. Opportunities for internships, networking, and potential lifelong professional relationships are presented through our fashion student organization, **TRENDS**, through association with professional organizations such as the International Textile and Apparel Association (ITAA), and domestic fashion-industry tours.

### Cal Poly Pomona

3801 W. Temple Ave.  
Pomona, CA 91768  
(909) 869-3377; Fax (909) 869-4333  
[www.cpp.edu/~amm](http://www.cpp.edu/~amm)



CSUN TRENDS 2018 Spring Fashion Show

[pkilduff@cpp.edu](mailto:pkilduff@cpp.edu)

Contact: Dr. Peter Kilduff, Professor

Apparel Merchandising and Management (AMM) is a Bachelor of Science degree with options in Apparel Production, Fashion Retailing, and Textiles. The program embraces all aspects of the apparel business from market research through product development, manufacturing, wholesaling, retailing, and brand marketing. AMM faculty are recognized nationally and internationally for academics but also have hands-on apparel production and retail-management experience.

Students gain great hands-on learning experiences, which include class activities, field trips, and running their own apparel production and retail micro businesses as part of the pro-



AMM JUNIORS with a line of newborn infant gifts they designed and manufactured in class.

gram. All students complete internships in their field of study, and study abroad is a feature of the program. Scholarship awards are available through the department, university, and a range of apparel-related organizations.

The department's extensive facilities include a retail boutique; two computer labs; a full-scale apparel production lab; a 3-D lab with body scanning, 3-D CAD and 3-D printing; and a fully equipped textile testing lab. Our digital manufacturing set-up combines body scanning and virtual-reality fitting with digital printing and computer-integrated garment manufacturing to create customized-design, custom-fitted garments. Our state-of-the-art industry software systems support the teaching of apparel technical design, product development, store design, and fashion business-operations management.



## PROFESSIONAL SERVICES & RESOURCE SECTION

### ACCOUNTING SERVICES

**HOVIK M. KHALOIAN**  
**CPA**

ACCOUNTING • AUDITING  
TAXATION SERVICES FOR THE APPAREL INDUSTRY

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

TEL: 818.244.7200  
HOVIK@HMKCPA.NET

### FIT MODEL

**Rage**  
MODELS

"Real Models for Real Clothes for Real People ®"

**PRO FIT MODELS**  
ALL SIZES AVAILABLE

TEAMRAGE@RAGEMODELS.COM  
818.225.0526

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

### GARMENT WASH

**COLORMAX INDS**  
GARMENT WASH  
GARMENT ENZYME WASH  
2 Day Service

**213-746-6060**

Servicing the textile and fashion industries in LA and CA  
controllerf@gmail.com

Contact Terry Martinez at (213) 627-3737 or terry@apparelnews.net for info

## PROFESSIONAL SERVICES & RESOURCE SECTION

Contact Terry Martinez at  
(213) 627-3737  
or terry@apparelnews.net for info

# CLASSIFIEDS

Visit [www.apparelnews.net/classifieds](http://www.apparelnews.net/classifieds)  
to place your ad in our self-serve system

[www.apparelnews.net](http://www.apparelnews.net)

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

### Jobs Available

#### TECHNICAL DESIGNER

Looking for a highly motivated technical designer who has current established relationship with major retailers. Strong knowledge of garment specs and construction. Strong communication, management and organization skills a must.

Pls send your resume to jonathon@mikenclothing.com

### Jobs Available

#### SALES MANAGERS OR DIRECTOR

Polyland Apparel Inc. is a garment manufacture based in China, we have global sourcing based and strong supply chain with an annual sales of a hundred million dollar. We are looking for some professional experienced garment trade/wholesale sales to join our team. Please send resume to: tracy@sxnewidea.com

### Jobs Available

#### PRODUCTION PATTERNAKER

Energetic and self-motivated patternmaker needed to work in fast paced environment. Min. 5 years exp with knits and woven, exp. in domestic and import production. Must be proficient in MSOffice and Gerber system. Self-motivated organized and a team player. Pls send your resume to jonathon@mikenclothing.com

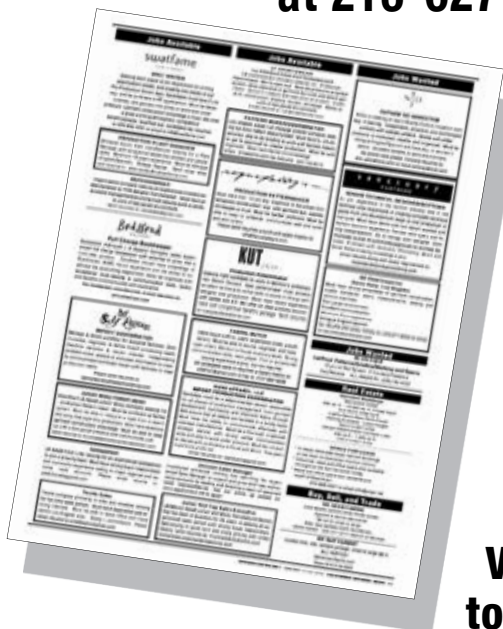
Hyperlink your ad for best result

#### PATTERNAKER

Girls Clothing Company in Burbank seeking First through Production Patternmaker. Min 10 yrs exp & PAD a must.

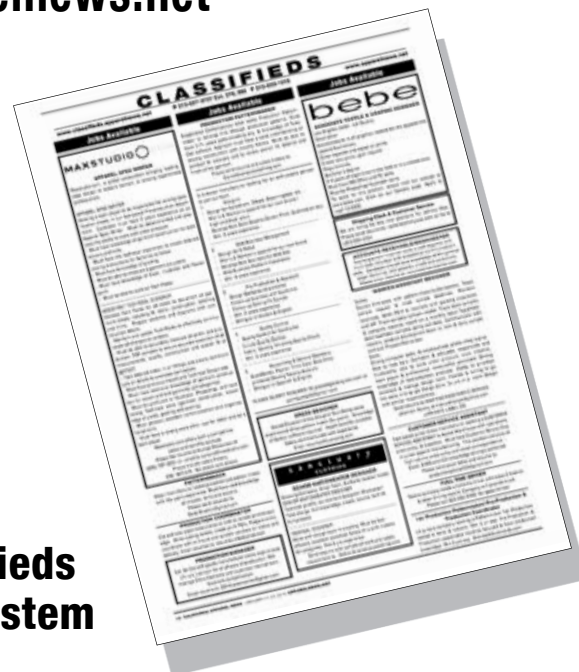
Please email resume to: HR@vesturegroupinc.com

For classified information, contact Jeffery Younger  
at 213-627-3737 ext. 280 or jeffery@apparelnews.net



CALIFORNIA  
**ApparelNews**

Visit [www.apparelnews.net/classifieds](http://www.apparelnews.net/classifieds)  
to place your ad in our self-serve system





# CLASSIFIEDS

Visit [www.apparelnews.net/classifieds](http://www.apparelnews.net/classifieds)  
to place your ad in our self-serve system

[www.apparelnews.net](http://www.apparelnews.net)

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

## Jobs Wanted

### FREELANCE DESIGNER & TECHNICAL DESIGNER AVAILABLE

Looking to have detailed production-ready tech packs, patterns, and/or samples created for your development styles? Need help with costing, improving, and preparing styles for production? Or, just looking to have an awesome fashion style designed?

Experienced freelance fashion designer with 8+ years of design, technical design, and pattern-making experience utilizing computer-aided design software for technical design packages, pattern-making, pattern grading, and markers.

Developing and managing prototypes to production styles for women's and men's style categories in both knit and woven tops, bottoms, dresses, outerwear, knitwear sweaters, lingerie, swimwear, plus sizing, and petit sizing.

Contact Dwyne to get started on fashion design solutions today: [dwyne@wlashop.com](mailto:dwyne@wlashop.com)

## Real Estate

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

Visit [www.apparelnews.net/classifieds](http://www.apparelnews.net/classifieds)  
to place your ad in our  
self-serve system

## Buy, Sell and Trade

### •WE BUY ALL FABRICS AND GARMENTS

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

### WE BUY ALL FABRICS AND GARMENTS

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

CALIFORNIA  
**ApparelNews**

For classified advertising:  
email [classifieds@apparelnews.net](mailto:classifieds@apparelnews.net)  
or [jeffery@apparelnews.net](mailto:jeffery@apparelnews.net)

Hyperlink your ad for best result

GET IN THE NEXT ISSUES OF CALIFORNIA APPAREL NEWS



**April 5**

Cover: LA Runway  
LA Majors Market Coverage  
Made in America  
Industry Focus: Finance

**Finance Advertorial**  
**Made in America**  
**Advertorial**

#### Bonus Distribution

Fashion and Sustainability Summit NY 4/12  
Fashion Market Northern California 4/14-16



**April 12**

Cover: Fashion  
Retail  
Technology  
T-Shirts  
Performance/Active/Athleisure

**Performance/Active/**  
**Athleisure Advertorial**



**April 19**

Cover: Fashion  
Quarterly Financial Report  
FMNC Coverage

**Finance Advertorial**  
**Supply Chain and Tech**  
**Advertorial**

#### Bonus Distribution

Midwest Apparel Trade Show 4/28-29



**April 26**

Cover: Street Scene  
Denim

CALIFORNIA  
**ApparelNews**

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



# Art Institute Students!

**If you have been affected by local campus closures, the fashion schools at Cal Poly Pomona and Cal State Northridge want to help you complete your degree.**

An advisor will work with you to articulate your completed coursework against our degree requirements - with maximum flexibility.

You will benefit from the low tuition rates of the Cal State system, late registration for Fall is available, and financial aid may be available.



**B.S. in Apparel Merchandising & Management**  
Options in:

- Fashion Retailing
  - Retail Merchandising emphasis
  - Retail Management emphasis
- Apparel Production
  - Product Development emphasis
  - Global Fashion Management emphasis
- Textiles

More information can be found here:



Information on how to apply can be found here:



An advisor is available to help you:

Dr. Peter Kilduff

Tel: 909-869-2203 • Email: [pkilduff@cpp.edu](mailto:pkilduff@cpp.edu)

Please put 'Art Institute Transfer' in your Email subject line.



**B.S. in Family & Consumer Sciences**  
Option in:

- Apparel Design & Merchandising
  - With emphases in:
    - Apparel Design and Production
    - Apparel Merchandising
    - Textiles and Apparel

More information can be found here:



Information on how to apply can be found here:



An advisor is available to help you:

Dr. Yi "Tom" Cai

Tel: 818-677-3051 • Email: [yi.cai@csun.edu](mailto:yi.cai@csun.edu)

Please put 'Art Institute Transfer' in your Email subject line.

Sponsors



Greenspan Consult, Inc.



**TUKATECH**  
INNOVATIVE SOLUTIONS FOR THE APPAREL INDUSTRY