

CALIFORNIA ApparelNews

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WILD ABOUT COLOR

Animal prints and bright neons were all over the runway at the Directives West trend show for buyers, held April 1 at the California Market Center. For more looks from the show, see page 7.

Derek Heart—Leopard-Print Sweater
Vibrant Miu—Neon-Green Skinny Jean

ANTHONY MITCHELL

TRADE SHOW REPORT

LA Majors Market Makes Some Changes

By Andrew Asch *Retail Editor*

This season, the **LA Majors Market**, which caters to juniors fashions and department-store buyers at the **California Market Center**, underwent a few changes.

Part of the front lobby was turned into a cozy living-room space surrounded by wooden walls and faux greenery to give it a lived-in look. A coffee bar was open and free boxed lunches were served to buyers who could enjoy their food at high tables with stools.

There was also a handful of buyer lounges where electronic devices could be recharged, and there were private buyer meeting areas to make doing business more intimate and convenient.

For this edition of LA Majors Market, which ran April 1-3, all temporary showrooms were concentrated on the 13th floor to make it easier for buyers to connect with vendors. CMC officials said there were 101 vendors exhibiting in the temporary space, which was about even with last year's show. Vendors

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INDUSTRY FOCUS: FINANCE

How Apparel Companies Can Deal With a Slowing Economy

By Deborah Belgum *Executive Editor*

The formula for doing business is slowly changing this year. While interest rates were rising at a steady pace last year, it's a different story this year. The Federal Reserve hasn't raised benchmark interest rates in 2019 and may even lower them, which is good news for apparel manufacturers and retailers.

Meanwhile, the U.S. economy is expected to cool off this year and in 2020 as economies around the world slow down and a trade dispute with China is still in the works.

With this scenario, we asked financial experts this question: *With U.S. interest rates remaining stable amidst a slowing economy, what financial advice do you have for apparel manufacturers when it comes to borrowing money and planning for the future?*

➔ **Finance** page 3

INSIDE

Where fashion gets down to businessSM



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Volcom’s Intellectual Property Sold to Licensing Company

Action-sportswear powerhouse **Volcom** has moved into a new home.

Authentic Brands Group, the New York brand-development and licensing company, announced on April 2 that it had acquired Volcom’s intellectual property for an undisclosed amount.

Volcom’s former parent company, **Kering S.A.**, had been shopping the Southern California company around for about a year. Paris-headquartered Kering said that it wanted to focus more on its luxury brands including **Gucci**, **Saint Laurent**, **Bottega Veneta** and **Alexander McQueen**. Kering paid \$608 million for Volcom in 2011, when it acquired the Costa Mesa, Calif.–based brand.

ABG owns 50 brands and fashion labels including **Juicy Couture**, **Vince Camuto**, **Jones New York**, **Aéropostale**, **Hervé Leger** and **Frederick’s of Hollywood**, valued at more than \$9.3 billion in annual retail sales, according to an ABG statement. Jamie Salter is the chairman and chief executive officer of ABG.

ABG will work with Todd Hymel, Volcom’s chief executive officer, to create a new company called **Liberated Brands**, which will handle Volcom’s business and operations. ABG will take a minority stake in the new company, and Hymel and Volcom’s current management team will take a majority stake.

Volcom’s management and design team will continue to serve in their current jobs, Hymel said. With this new deal, ABG will focus on building business development and brand awareness for Volcom. It will also work with Liberated Brands’ retail and wholesale operations as a platform for the expansion of complementary ABG-owned brands.

Hymel said this deal will put Volcom in good hands. “Jamie’s commitment and conviction throughout the sale process was proof of his passion for the brand,” Hymel

said in a statement. “ABG has built an impressive portfolio by being a powerhouse in brand development and marketing. Jamie and his team share our vision and excitement for Volcom’s long-term growth, and we are excited to be a part of this next chapter for the brand.”

Volcom runs offices overseas in Tokyo, Sydney and France as well as supply chain and distribution operations around the world, which other ABG-owned brands are forecast to leverage, Hymel said.

ABG is no stranger to the world of action sports. Salter founded snowboard brand **Ride Inc.** in 1992. In 2013, ABG acquired ski brand **Spyder**.

ABG has a track record of acquiring distressed businesses, but Volcom’s business was not distressed and profitability had been looking up, Hymel said. He declined to reveal the brand’s revenues. “Are we completely happy today with our profitability? No. We continually seek to improve. Our profitability has been increasing over the past few years. We were not distressed,” Hymel said.

But action-sports business analyst Jeff Harbaugh of **Jeff Harbaugh & Associates** said in an April 3 research note that the brand had been troubled.

“The limited information we got about Volcom from Kering told us Volcom wasn’t performing even close to a way that could justify the purchase price. Kering’s decision a year ago to sell it confirms that,” Harbaugh said.

For the brand’s next steps, Volcom will continue to develop its core men’s and snow business as well as build its women’s and kids’ categories in North America and key international markets. ABG also will develop digital marketing campaigns, which will include influencer campaigns aimed at Gen Z and millennial audiences.—*Andrew Asch*

Charlotte Russe and Peek Kids Brands Sold to Separate Buyers

As apparel retailer **Charlotte Russe** continues to wind down during the final steps of its bankruptcy proceedings, the company, founded in Southern California, was able to ensure its name and labels will continue on.

Charlotte Russe sold its branding and related intellectual property to **YM Inc.** in Toronto, and it sold its **Peek Kids** children’s brand to **Mamiye Brothers Inc.** in New York.

“We are very excited Charlotte Russe will be joining the portfolio of brands at YM,” Charlotte Russe interim Chief Executive Officer Dayna Quanbeck said in a press release. “This acquisition marries a beloved brand with a sophisticated retail platform and provides Charlotte Russe a path to grow in the future.”

The company released a similar statement regarding the sale of its Peek Kids brand, acquired in 2016 by Charlotte Russe, to Mamiye Brothers. Both transactions were announced on March 29.

“We are grateful to our loyal customers

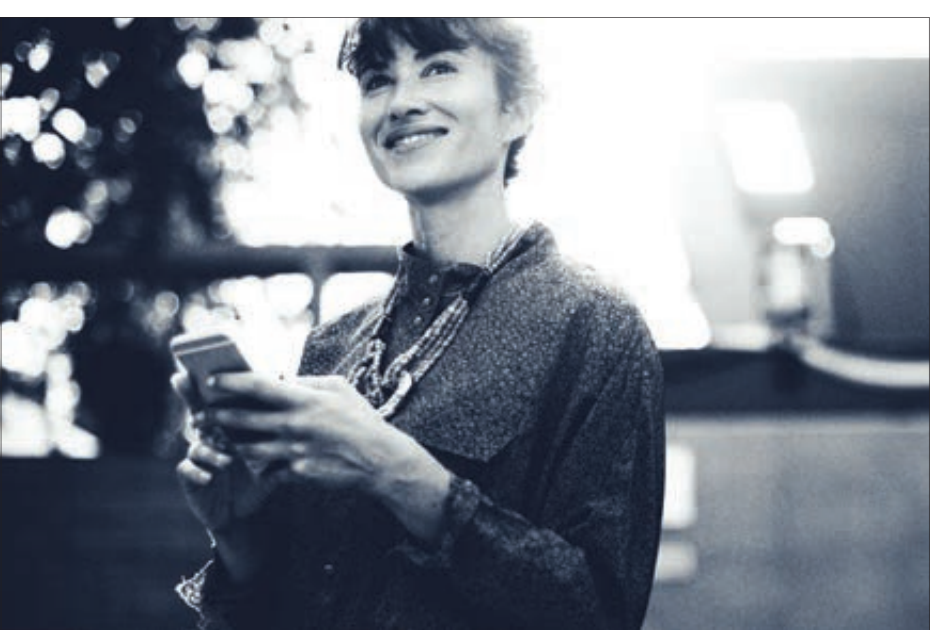
who have stuck with us through the past few months, to our employees, who have set this brand up for an exciting future, and to Mamiye for sharing our passion and vision for our beloved brand,” Quanbeck said in a statement.

Started in the 1940s by four brothers as a textile supplier, Mamiye Brothers has grown into a design, manufacturing and marketing firm for women’s and children’s brands, which include **C&C California** and **Bebe Girls**.

“Mamiye has long admired the Peek brand, its unique design aesthetic and exceptional relationship with its consumers,” Mamiye Chief Executive Chuck Mamiye said in a statement. “Just like all kids, Peek Kids is growing and changing, and we look forward to continuing its legacy and staying true to its loyal followers.”

At YM Inc., the company represents young-adult, teen-focused and children’s brands including **Urban Planet**, **Urban Kids**, **Bluenotes** and **West 49**. After launching teen-clothing brand **Stitches** in 1975, the company began to acquire additional fashion brands and retailers.

“Charlotte Russe is an iconic retailer, and we could not be more excited to have them join the YM Group,” said Eric Grundy, chief executive of YM Inc., in a press release. “We believe that this acquisition aligns well with our growth strategies and will further strengthen our mission to exceed customer expectations by delivering fast fashion at amazing value.”—*Dorothy Crouch*



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Calendar

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 Designs
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 Centre
Hong Kong
Through April 23

April 26

Stagecoach
Empire Polo Club
Indio, Calif.
Through April 28

April 27

Global Sources Fashion AsiaWorld-Expo
Hong Kong
Through April 30

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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Winnie Couture to Roll Out Franchises

By Andrew Asch Retail Editor

Winnie Couture opened its first bridal shop in 2001. Nearly two decades later, it is starting to franchise its concept across the country.

Chris Lee, who co-founded the brand, forecasts that six franchises of the Beverly Hills, Calif.-based bridal shop will open by the end of the year. First on the docket are locations in Boston, Phoenix and San Francisco. Other targeted cities include Miami; Washington D.C.; Seattle; Philadelphia; and New Orleans.

In five years, Lee predicted there could be 100 Winnie Couture stores across the United States. Currently, Lee and his wife, Winnie Chlomin Lee, the brand's designer, own seven Winnie Couture stores in cities including Atlanta, Chicago, Houston, Dallas and Charlotte, N.C. It also wholesales to 150 independent retailers.

"For us, this has been a recession-proof business," Chris Lee said of his boutiques, where

his store managers and tailors customize Winnie Lee's designs for clients.

The Lees are immigrants from Hong Kong who met and married in Houston, where they launched Winnie Couture. Eight years later, in the midst of a recession, they opened a Beverly Hills flagship that thrived despite harsh economic times and served as their company's headquarters.

This past February, they moved their flagship a few blocks away from Rodeo Drive to a building they lease at 9437 S. Santa Monica Blvd., where core retail price points for bridal gowns run from \$2,500 to \$8,000.

The world of fashion franchise deals has its pros and cons, said Pat Johnson of consultants **The Retail Owners Institute**. "A franchise is often perceived as an easier way to start a business," she said. "You get training wheels on how to operate a business and what to buy. But it can be burdensome. It can be a trade-off in who owns the inventory and how much [franchisees] have to buy."

A number of fashion retailers including **Apricot Lane Boutiques** of Vacaville, Calif., and

Monkee's, headquartered in Winston-Salem, N.C., have franchises.

But Mercedes Gonzalez, who is the director of **Global Purchasing Companies** in New York, said that franchises haven't necessarily been a popular business model for fashion. Franchise stores only sell the product the franchisor sells and are often the same anywhere you go. It doesn't make room for regional variables such as weather and fashion tastes. "Bridal might work as a franchise. It is not as time sensitive nor as region sensitive," she said.

Each season, Winnie Couture's design team releases new styles. The Fall/Winter 2019 collection was inspired by the natural beauty of the Skógafoss waterfall in Iceland, the location where the movie "Thor: The Dark World" was filmed. The gowns feature thin, gossamer fabric and European lace.

Lee said that Winnie Couture stores will focus on customer service, which starts with the first free consultation in the retailer's studios, dominated with chandeliers and bridal gowns. "We offer champagne and have a team of knowledgeable and experienced bridal stylists," he said. "We have the brides select dress styles, fabric materials and we offer custom measurements."

"At the end of the day," he explained, "we want to serve millions of brides with personalized customer service, whether it is through company-owned stores or through franchises." ●



Winnie Couture flagship in Beverly Hills

INDUSTRY FOCUS: FINANCE

Finance *Continued from page 1*

Darrin Beer, Western Regional Manager, Commercial Services, CIT Group

Apparel manufacturers no longer have to settle for one-size-fits-all financing. A financial provider that understands the apparel industry and a manufacturer's business operations can and should customize financing to suit the specific needs. It's also wise to use an experienced and flexible provider that can offer a wide range of financial solutions, including working capital and factoring services, import and trade solutions, treasury management, and business real-estate loans.

Apparel manufacturers should also ensure their accounts receivable are protected. The retail landscape can be volatile as bankruptcy filings have continued into 2019.

As for planning ahead, it's always important to make sure your business has sufficient capital to support growth and handle sales fluctuations due to seasonality, order deferments or cancellations. A properly structured financing facility should provide a company with adequate borrowing flexibility to manage through any and all of these events.

Mark Bienstock, Managing Director, Express Trade Capital

By nature, the majority of apparel producers rely on external financing to run the day-to-day operations of their company. That is what keeps factors and other lenders in business.

We always stress to our clients not to buy or produce anything without underlying orders. Speculation requires significant cash-flow strains and interest costs that most companies cannot absorb.

Whether interest rates are low or high, watching your cash flow is paramount to sustaining a profitable apparel business, both in the short and long term.

Sydnee Breuer, Executive Vice President, Rosenthal & Rosenthal

For the time being, interest rates are stable although they have increased quite a bit from a year or so ago.

There are signs of a slowing economy along with "noise" of other disrupters such as tariffs, border closings, not to mention the continued shifting of consumer preferences.

When it comes to borrowing money and planning for the future, apparel manufacturers need to be conservative in their projections and borrowings and vigilant on cost controls and inventory management.

Gino Clark, Managing Director, Originations, White Oak Commercial Finance

The decision of the U.S. Federal Reserve to hold interest rates steady amid projections of slower growth bodes well for apparel manufacturers and the retail industry.

The good news is while the economy is expected to slow

down, growth is still forecasted in 2019. Continued economic development paired with interest-rate stabilization gives apparel manufacturers time to enhance their bottom-line profitability and strengthen their balance sheet. A strong balance sheet provides a solid foundation and allows companies the flexibility to adjust their business models, whether to take advantage of good times or ride out downturns.

Without a crystal ball to predict the future, it is sensible to prepare for any market fluctuations.

Joshua Goodhart, Executive Vice President and National Sales Manager, Merchant Financial Group

With the U.S. economy slowing and interest rates remaining stable for the time being, we believe manufacturers are entering an uncertain and dangerous time for the apparel business but one that is ripe with opportunity for those who pursue measured and strategic growth with the right financing partners.

Our advice to clients and prospects continues to be to keep borrowing levels at a minimum and to keep overhead tight. The key right now is to maintain profitability in this troubled market. It is important to be ahead of the game and manage expenses effectively, especially interest expense.

We urge manufacturers to work closely with their lenders and accountants to come up with plans that will work. Borrowing money is still very much an affordable option for growth. Merchant has found that manufacturers who do not work closely with their team of professionals are more challenged to achieve success during times of uncertainty.

We also encourage clients to look for new ways to make money. For some, that may be to expand with a direct-to-consumer platform where margins are more attractive, and for others it may be to target creditworthy online retailers.

The online retail market is expanding, and we encourage manufacturers to develop new retail relationships. The key for all manufacturers is to manage this process in a measured and cost-effective manner to avoid burning through cash and capital.



Darrin Beer, Western Regional Manager, Commercial Services, CIT Group



Mark Bienstock, Managing Director, Express Trade Capital



Sydnee Breuer, Executive Vice President, Rosenthal & Rosenthal



Gino Clark, Managing Director, Originations, White Oak Commercial Finance

Rob Greenspan, President and Chief Executive, Greenspan Consult

Borrowers have become accustomed to low interest rates over the past decade or so. New startup companies have not seen the years with high, soaring interest rates.

While interest rates are stable for now, no one can predict what the future will bring. When the economy slows down, apparel manufacturers need to keep their attention focused on assets that turn into cash such as accounts receivable and inventories.

Having large investments in these assets that are not turning into cash fast enough will cause the companies to borrow more money. Not only do their interest costs increase, but they



Joshua Goodhart, Executive Vice President and National Sales Manager, Merchant Financial Group



Rob Greenspan, President and Chief Executive, Greenspan Consult



Sunnie Kim, President and Chief Executive, Hana Financial Inc.

could reach their borrowing limits, which could become problematic.

Apparel manufacturers, during times of a slowing economy, need to maintain their liquidity. Companies need to keep a focus on cash flow and profitability.

By reviewing their operating expenses and updating their

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INDUSTRY FOCUS: FINANCE

Finance *Continued from page 3*

sales projections and cash-flow plans, they can be ahead of the curve if changes need to be made.

Sunnie Kim, President and Chief Executive, Hana Financial Inc.

Historically, rates remain modestly low. This is only the second pause in rate hikes in the last 10 quarters, which is a welcome relief for many apparel manufacturers looking to borrow money for expansion.

However, companies need to maintain a cautious approach as Federal Reserve Chairman Jerome Powell's stance can best be described as one of wait and see. There are many unknowns that can jeopardize the current stability we enjoy, such as the upcoming 2020 election, overall relations with Mexico and the China factor on a macro level. There are also the ever-changing dynamics currently being experienced in both the wholesale and retail distribution channels on a micro level.

Regardless of the economic cycle, planning for future needs should always be disciplined and based on specific market-sector needs with a combination of cash reserves, needed additions to debt earmarked to support specific business-cycle (working-capital) needs and fixed-asset additions.

Robert Meyers, President, Republic Business Credit

At this point of the economic cycle, we advise our apparel manufacturers to retain their earnings to provide more cushion for unexpected future events.

We recommend clients extend their current financing agreements to take advantage of the present interest-rate environment. While you can't plan for all future events, the combination of a supportive partner and retained capital will better prepare your company to thrive in the future.

Dave Reza, Senior Vice President, Western Region, Milberg Factors

With the economy slowing and retail continuing its woes, we would advise clients and prospects to "pump the brakes" on speculative and or excess inventory purchases and stay focused on cost control.

By managing their assets appropriately in relation to the scale of actual order activity, they will improve liquidity and reduce borrowing requirements. Lower levels of debt are beneficial in any environment but are particularly important in a slowing economy. Further, the continuing financial problems of several well-known retailers cannot be understated.

Kevin Sullivan, Senior Vice President, Regional Credit Manager, Commercial Services Group, Wells Fargo Capital Finance

As we continue to see major shifts within the retail landscape and around how consumers purchase products in general, it's important for apparel companies to make sure they

have a financing structure in place that creates breathing room in the event that a company experiences a difficult quarter or two.

The industry has become a more capital-intensive endeavor over the last few years with manufacturers and importers sometimes having to carry more inventory than they'd prefer. Large licensors sometimes are seeking larger licensing fees upfront, and direct-to-consumer strategies are requiring larger expenditures, whether in the form of IT or customer-acquisition costs.

The net impact of these changes is that companies generally need more equity in conjunction with a lender who understands both the changes in the industry and seasonal needs that might be higher than they've historically been.

If a company is showing solid growth while experiencing some of these other challenges, it sometimes makes sense to bring in an equity partner to help take the company to the next level. Once a management team decides to pursue that strategy, it's always helpful to engage an investment-banking partner who understands the apparel industry.

Once the right capital structure is in place, companies need to stay highly focused on which expenditures are vital and which ones don't really add a tremendous amount of value.

We've recently seen a number of companies within the industry hit with ransomware attacks, for instance. Investing in increased security around a company's IT infrastructure is never a bad idea, particularly at a time when these attacks have cost companies significant dollars in lost sales. We like to advise our clients to always maintain both a 12-month cash-flow projection and a 13-week cash-flow projection so that management can quickly ascertain what the true borrowing needs of the company will be in the short and long term.

Ken Wengrod, Co-founder/President, FTC Commercial Corp.

First and foremost, apparel manufacturers should not be focusing on interest-rate fluctuations. It is out of their control. Historically, when the interest rates are low, we typically see private-equity firms highly leveraging good companies with cheap money, and as a result these companies struggle to push sales just to maintain their liquidity. Instead, the focus should be on what manufacturers can do best—create and ship merchandise that customers demand. It is a manufacturer's job to create merchandise that exceeds their consumers' expectations in terms of authenticity, integrity and value.

When that is established, then they can examine all areas of their supply chain to minimize their costs. In addition, there are numerous avenues of costs that go unchecked by manufacturers. They can be negotiating better terms with all their suppliers, including their banking and factoring costs. The ultimate goal for manufacturers is to negotiate extended open-supplier terms to match their trade cycle and only borrow to support growth and not for building excessive inventory levels in case they get a future order. ●



Robert Meyers, President, Republic Business Credit



Dave Reza, Senior Vice President, Western Region, Milberg Factors



Kevin Sullivan, Senior Vice President, Regional Credit Manager, Commercial Services Group, Wells Fargo Capital Finance



Ken Wengrod, Co-founder/President, FTC Commercial Corp.



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After Making a Splash in Custom Styles, Candice Cuoco Unveils Ready-To-Wear

Candice Cuoco gained notoriety in 2015 by competing on the “Project Runway” TV show, where she defined herself as an artist designing made-to-measure styles with a Gothic and romantic edge.

One year later, she introduced her self-named **Candice Cuoco** label, which offered custom corsets, moto jackets and dresses. But many of her fans couldn’t afford the more than \$3,000 price tag for a corset and other high price points.

On her social media, women left variations of the same message. “I can’t wait until I can afford that,” Cuoco recalled them saying. She could sympathize. She often couldn’t afford her own designs.

Cuoco was determined to find a way to meet her customers’ demands. In February at the **Project Womens** trade show in Las Vegas, she unveiled a ready-to-wear division of Candice Cuoco, which was seen on the runway March 24 at **Art Hearts Fashion** in downtown Los Angeles, where she ended the event with an impromptu dance party on the runway.

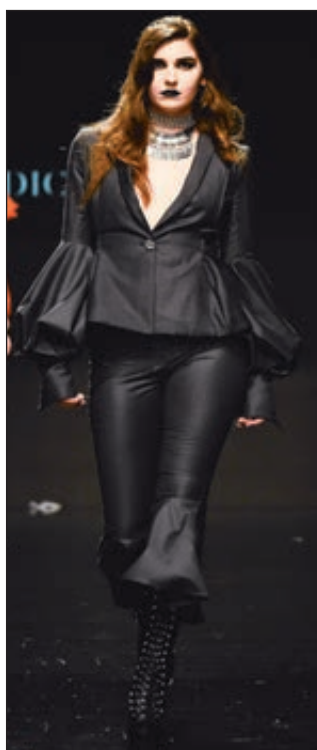
Work on the ready-to-wear line started last year when she asked her fans to share their thoughts on social media.

“They said that ready-to-wear should be simple. We don’t want boring. We want affordable and wearable,” she said. But she also did not want to compromise her atelier’s style in a bid for the wholesale market.

She looked to stress personality in the details. Some hangtags will contain seeds for roses. Some of the jackets will feature details such as ruffles on cuffs, which add a



Candice Cuoco



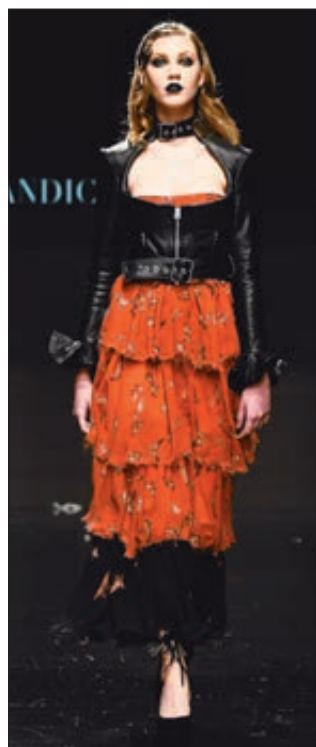
softer, more feminine style, she said.

Cuoco’s first ready-to-wear line, made in Los Angeles, features 40 styles, which include jumpsuits, wrap dresses, trousers and dresses with uneven hems. Also in the mix are leather jackets, which have been a focus of her brand.

One jacket is a blazer with a collarless, jewel neckline. Dresses have custom prints manufactured on **Epson**-brand printers. By making prints on an as-needed basis, her brand avoids overruns, she said. Retail prices for the new ready-to-wear label range from \$250 to \$650.

Cuoco’s ready-to-wear line was first formed as a partnership with **NYX Cosmetics** founder Toni Ko. Cuoco was going to serve as the line’s creative head while Ko was planning to take care of the business side of the label. But the partnership amicably dissolved, Cuoco said, when the designer wanted to take a more active role in running the business.

A short time after splitting with Ko, Cuoco started working with Lee Sporn, a former senior vice president of business affairs and general counsel for the **Michael Kors** brand. Sporn works as a senior adviser to Cuoco.—*Andrew Asch*



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Directives West Showcases Colors That Pop in Updated Retro Looks for Fall 2019

Bohemian looks, tailored pieces, and reinvented 1980s and '90s styles dominated the runway at the **Directives West** trend show called "Trends of the Season Fall/Winter 2019—IRL: Disrupting Traditional With the Unexpected."

"The offerings of color, print and pattern, and texture are expansive," said Directives West Vice President Shelda Hartwell during the April 1 event at the **California Market Center**, which kicked off the April 1–3 run of **LA Majors Market**.

"From retailer collaborations of shop-in-shops to tastemakers bringing an exciting element of surprise to the shopping floor and the legacy brands that have been teaming up with cutting-edge streetwear savants, this is disrupting the traditional with the unexpected," she said.

The company's newly appointed executive vice president of merchandising, Michelle Evans, emphasized how Directives West's parent company, **The Doneger Group** in New York, identifies trends within the market.

"We continue to lean into our ability to balance the art and science of retail—finding the right intersection between data and human creativity," she said.

For Fall 2019, rust takes over in hues of burnt orange and terra cotta, while cobalt blue, soft pinks in dusty rose and blush, soft yellows and marigold, sage and Kelly green, and neon will also lead the season.

Major trends in animal prints are seen everywhere from biker jackets, vests and cardigans to slipdresses, leggings and bra tops that feature leopard, zebra, cheetah and snake patterns. In addition to animal prints, Fall 2019 sees jackets and coats made entirely of faux fur or with furry trim accents on cuffs and collars.



4SI3NNA hoodie, Spring Haze midi dress, Endless Rose mesh turtleneck

Ashley by 26 International coat, Dress Forum blouse, Ami + Nicole skort, Lionel bag

Shine coat, Eden Society blouse, OAT New York trousers

Know.One.Cares jacket and pants, Dress Forum bodysuit

L.I.F.E. sweatshirt, Jordache Heritage tie-dye jean

L.I.F.E. top, Wallflower corduroy skirt

In denim, looks are trending toward doubling up on these pieces with complete ensembles in jackets or shirts paired with jeans or going all the way in with coveralls. Denim cuts include baggy, wide-leg, high-waisted styles, slim pin and mom jeans. Washes are trending toward dark rinse, lighter indigo, enzyme washed, winter white, gray and black, while sustainable sourcing is gaining ground.

While the prairie trend remains with cowboy boots and dresses, the style is shifting toward a modern take on bohemian looks. These trends in "Modern Bohemia" can be seen in

paisley ruffled blouses, corduroy and faux shearling-trim jacket details.

Fall 2019 also includes shimmering sequins, sheer tulle and metallics. These are meant to stand out in formalwear such as a white-sequin midi dress and novelty items including foil-stripped pants and silver-metallic jackets.

The show's nod to styles of the 1980s and '90s emphasized new takes on tie-dye in midi dresses and jeans, along with schoolbags in transparent bright-yellow plastic and shimmering metallics. From "Clueless"-style plaids and slipdresses to neon bicycle shorts, '90s in-

spiration was evident throughout the runway. Big-graphic T-shirt trends nodded to the '90s with images of late hip-hop artists Christopher "Biggie Smalls" Wallace and Lisa "Left Eye" Lopes.

While many of Fall 2019's trends allow consumers to have a lot of fun, pieces that appear tailored and clean could be seen in plaid statement trousers in addition to blazer-and-pant sets. Pairing these styles with a turtleneck in a bright color, striped blouse or graphic T-shirt finish off these tailored trends.—Dorothy Crouch

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TRENDS



Ashley by 26 International jacket, Charmed Hearts dress



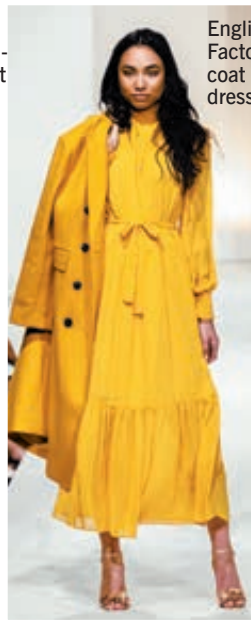
Blank NYC demim all-in-one



Derek Heart top, Boom Boom trouser



Elliatt crop-and-tulle-skirt set



English Factory coat and dress



Favlux cardigan, Double Zero top, Indigo Rein jean



Inspired Hearts windbreaker, Tramever graphic T-shirt, Dickies carpenter jean



Larsyn & Lily blouse, John Paul Richard trouser



Lea & Viola biker jacket, Fashion Union maxi dress, WAYF mesh bodysuit



Lea & Viola jacket, Daydreamer graphic T-shirt, Just Black Denim jean



Mustard Seed jacket, Desalo turtleneck bodysuit, Banjara corduroy pant



Ontwelfth jacket, WAYF blouse and trouser



Papillion cardigan, Ava James blouse, Liverpool jean



Kliss & Roo cropped trench, TCEC blouse, Gilli Bermuda shorts

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TRENDS

Barbara Fields's Spring and Fall 2020 Forecasts for Juniors: Mom Jeans, Neon and Puffer Jackets

Skinny jeans have long reigned over the juniors denim market, but when the Spring 2020 season rolls around they will have to make room for the more relaxed style of mom jeans, said Barbara Fields of the self-named **Barbara Fields Buying Office**.

Fields produced a series of forecasting seminars for Spring and Fall 2020 looks that will dominate juniorswear next year. The trend event for buyers attending **LA Majors Market**, held April 1–3, took place in a cabana outside of her home office in Los Angeles' Westwood area.

Besides relaxed mom jeans, buyers were told to be on the lookout for camouflage prints, tie-dye, windbreaker outerwear, as well as clothes with a military/workwear style and neon colors. "There was more neon than I've ever seen," Fields said of her research shopping trips to fashion capitals such as London, Barcelona and Tokyo.

Fields has been making forecasts for juniors styles since the mid-'80s. She believes that trends that start in London and Tokyo will most likely be influential in North

ers. Bodysuits, jumpsuits and dresses will continue their popular run.

Retailers attending the set of seminars included **Ross Stores** and Canadian retailers **Stitches and Bluenotes**.

Lory Lena, a Southern California buyer working for **Kress Stores**, headquartered in San Juan, Puerto Rico, also attended. She said that Fields was showcasing trends that started to take root a few months ago. "I saw a lot of cinnamon and spice colors at the October market," Lena said.—*Andrew Asch*



America one year to 18 months later.

For Spring 2020, Fields forecast that popular colors will be olive and khaki as well as rust, and neon hues will include hot pink, yellow, orange, teal and green. Pastels of lilac, pink, lemon and blue also will be dominant, while black and white will continue to be strong.

Along with camouflage and tie-dye, popular Spring prints will be stripes and animal prints. Graphic T-shirts featuring humor from social-media memes and inspirational quotes will continue to be seen next year. Silhouettes predicted to be popular include camisole tops, T-shirts and sweatshirts with dolman sleeves as well as tops bearing a twist knot in the front.

In outerwear, puffer jackets and puffer vests will be everywhere. Corduroy jackets that have collars with a Shearling-like fabric are expected to be big as are color-blocked, oversize sweat-



Barbara Fields at right



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Sol Angeles to Unveil The Workshop

With the skyline of Hollywood changing with new construction projects, Eli and Lindsey Myers of **Sol Angeles** are planning to be right in the middle of it.

The founders of the Los Angeles-made fashion brand are planning to open an experiential shop for their label this summer. Called **The Workshop**, it will be located in an 800-square-foot space in a boat-shaped building in the middle of the **Crossroads of the World** complex. Located at the corner of Sunset Boulevard and Cherokee Avenue, the space formerly housed an office for the art-book publisher **Taschen**.

Sol Angeles, which started business in 2009, currently has its 7,000-square-foot operations at the same compound.

Crossroads of the World was built in 1936 and was designated an Historic-Cultural Monument in 1974 by the Los Angeles Cultural Heritage Commission. In the 1940s, film director Alfred Hitchcock had an office there.

Creative companies continue to do business in the compound, which once was a shopping center, but a new project that will have high-rises containing 950 apartments and condos, a 308-room hotel and 190,000 square feet of commercial space was recently approved by the Los Angeles City Council.



Eli Myers of Sol Angeles

that The Workshop will be next to our offices. We'll be able to use the shop as a creative lightning rod," Myers said.

Sol Angeles makes a collection of cut-and-sew knits for women, men and kids that range from T-shirts featuring the brand's wave logo to tops bearing words such as "Dreamer" and "Epic."

Sol Angeles also offers sweats, sundresses, hoodies, swim shorts and polo shirts. Core retail price points range from \$70 to \$180.

—Andrew Asch

The Workshop will offer one-of-a-kind and limited editions of Sol Angeles styles not available to retailers that carry the brand, including **Nordstrom**, **Bloomingdale's** and **Anthropologie**.

One T-shirt slated to be offered at The Workshop will be imprinted with the slogan "Support California Culture."

Located minutes away from shops on Hollywood Boulevard selling tourist T-shirts, Eli Myers said The Workshop will show people a California that may not be on tourist maps. It's a California of artisans, designers and creatives.

One attraction of The Workshop will be that shoppers can pick up a shirt that is designed only 100 yards away. "It's important

TRADE SHOW REPORT

LA Majors *Continued from page 1*

also did business in the building's fifth- and eighth-floor showrooms.

Buyers from **Dillard's**, **TJX Companies**, **Stein Mart**, **Nordstrom**, **Pacific Sunwear**, **Zumiez**, **Tilly's** and **Stitch Fix** visited the market.

With the CMC undergoing a \$170-million renovation, several showrooms have moved recently. One of those was **Sharon Koshet Sales**, which moved from the A building and reopened right before the market in a temporary showroom in Suite B557.

Koshet took the inconvenience of moving in stride, noting her temporary showroom offered pretty much the same square footage as her former space and all of her customers found her. She exhibited brands including **Mesmerize**, **Rain + Rose** and **Vintage Concept**.

While moving was challenging, she was upbeat about the new amenities being offered by the building. "People are going to be talking about Los Angeles again," she said.

Some vendors said they believed that buyer traffic was lighter than in past years. One of the reasons was that several showroom occupants have left for other buildings.

Veteran exhibitor **YMI Jeans** decided not to get a temporary space during this market, which was the first time in 18 years the brand did not show at the building, said David Vered, YMI's president.

After so many years exhibiting at the CMC, he wanted to try a new approach. So he showed his brands, which include **YMI Jeans**, **Royalty for Me**, **California Vintage** and **Secrets With Love**, at the company's large headquarters in Los Angeles' Boyle Heights area. Vered described

full days of appointments with buyers on Tuesday and Wednesday.

"April is not usually a huge market," he said. "I'm more comfortable at my place. It showcases our company at its best."

Showroom owners said the CMC building is changing as well as the rules of the market, said Ally Hicks, president of the **2253 Apparel Group**, which exhibited brands **Celebrity Pink** and denim styles for the **Kendall + Kylie** brand.

In the past, majors were known for making orders with delivery dates scheduled 90 days to 120 days out. In the past year, more major retailers are asking for orders with delivery dates of 28 to 42 days out. "Coming off of a tough holiday season, people are in a place where they have to sell the right inventory at the right time," Hicks said.

Alison Budow of the **Alison Showroom** in Suite A853 said the job of the sales representative and the showroom owner has become more complex. "Gone are the days where you'd say, 'This is a cute line, I'm going to sell it,'" Budow said.

Sales representatives have to help make the brands more exclusive and more novel, said Patricia Welman, director of merchandising and sales for **3 Girls Clothing**.

which was exhibiting at the Alison Showroom. "You have to be a partner from a design level," she said.

The LA Majors Market was also a place to introduce new brands. Debbie Beltran introduced the better juniors brand **Lilah Wilde** with its hoodies, tops and mini-skirts at the **T&A Showroom** on the building's fourth floor.

Beltran also felt the market is changing. "It's not like back in the day when buyers would order trends right off the bat," she said. "They are very conscious of what the customer wants. It's great. It keeps me focused." ●



Debbie Beltran introduced the Lilah Wilde brand at LA Majors

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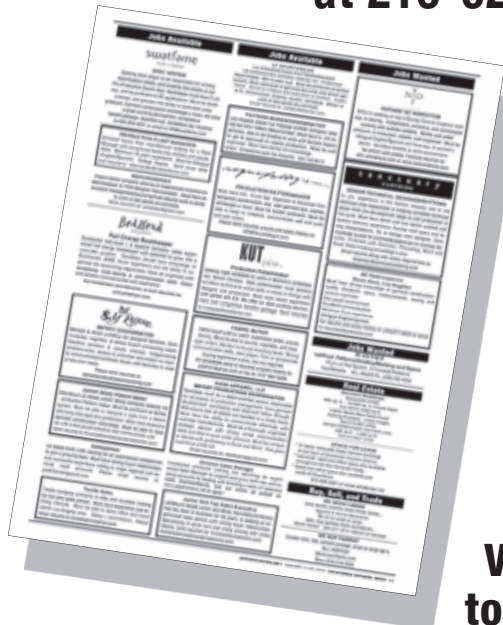
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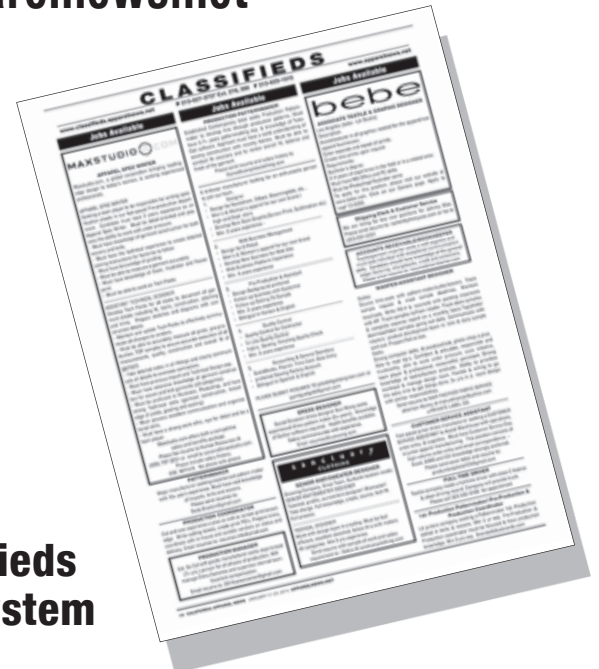
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