

# CALIFORNIA ApparelNews

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PHOTOGRAPHER SARAH ELLY, STYLIST DEANNA BONIN

## FUTURE-FOCUSED FALL

For Nathalia Gaviria's Fall 2019 collection, the Los Angeles designer created futuristic fashions inspired by the wild character of the city.

### RETAILER PROFILES

## From Southern California to the Bay Area, Small Bricks-and-Mortar Retailers Succeed With Unique Offerings

By Dorothy Crouch *Managing Editor*

After years of dominance by e-commerce led by enormous online giants, the boutique retail segment is seeing a return to a bricks-and-mortar demand from consumers. This shift is led by a yearning for personalized experiences and indulgence in the unique or rare. Often found in the simplicity of searching for a particular item of clothing at a specialty shop, touching a garment to feel the fabrication and human connections afforded by a visit to local boutiques, the satisfaction of shopping locally can't be experienced online.

Within California, from San Diego to San Francisco, bricks-and-mortar retailers are delivering for their loyal clientele by thinking outside the big-box formula. Some are veterans that have been open for years, weathering the storm that followed the economic bust produced by 2008's recession. Others are newcomers—smaller boutiques opened by longtime fashion lovers who decided to take a chance on becoming an entrepreneur, eventually becoming trusted confidantes for their customers.

While these small retailers have experienced the good, the bad and the not-so-fashionable sides of the garment business, they are survivors that have become important fixtures within the communities they serve. To discover the unique formulas that have spelled success for retailers located in four California cities—San Diego, Los Angeles, Santa Barbara and San Francisco—turn to pages 6, 8, 10 and 13.

## Mongolia Third Neighbor Trade Act Could Diversify Cashmere Sourcing for U.S.

By Dorothy Crouch *Managing Editor*

Following the Trump administration's declaration of raising tariffs by 10 percent on \$300 billion of Chinese goods come Sept. 1—not including the \$250 billion subjected to the existing 25 percent tariff—exports from China to the United States rose according to the General Administration of Customs earlier this week.

As the United States trade war with China escalates, businesses in this country's apparel industry are learning to either diversify sourcing along the supply chain or navigate through higher tariffs on goods imported into this country. While these professionals must make decisions that will be in the best interest of their companies' bottom line, shifting partnerships out of China could be challenging.

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# Hollywood & Highland Retail and Entertainment Center Sold

After a 15-year run of managing the **Hollywood & Highland** retail center by tourist landmark the **TCL Chinese Theatre**, the **CIM Group** announced that it has sold the mall, which features an architectural theme of early-20th-century film-industry glamour.

The property was acquired for an undisclosed amount by real-estate developers **DJM** and **Gaw Capital USA**. This recent sale does not include the **Dolby Theatre** at Hollywood & Highland, where the **Academy Awards** ceremony is produced. CIM will remain the owner of the 3,400-seat auditorium.

Renovation of the mall will begin in 2020, and the remodel will be wrapped up in 2021, according to a joint statement by DJM and Gaw. The announcement did not mention a price tag for the redevelopment. However, the new owners maintain reputations as masters of remodeling.

Gaw described its forte as “adding strategic value to underutilized real estate,” while DJM has an expertise in experiential retail and developed the beachside retail, hotel and residential project **Pacific City** in Huntington Beach, Calif. It also redeveloped the **Lido Marina Village** retail district in Newport Beach, Calif., as well as **Runway** in Los Angeles’ Playa Vista section.

Stenn Parton, DJM’s chief retail officer, said the new space will blend Old Hollywood with new media.

“Our opportunity as the new stewards is to make Hollywood & Highland a 21st-century destination, one that offers visitors a piece of Hollywood that is grounded by the needs of the modern consumer,” Parton said in a statement. “A fresh design and rebrand bolstered by relevant global brands, top-of-the-line food-and-beverage experiences, and

a state-of-the-art digital concept is merely the beginning of our plans.”

The Hollywood & Highland retail center was developed as a place that would attract tourists, a natural thought since it is located near one of Los Angeles’ big tourist attractions. However, the retail center was a victim of bad timing. It opened a few months after the Sept. 11 terrorist attacks on New York City in 2001, which caused a slowdown in travel and hospitality across the United States.

In 2004, CIM took over operations for the mall, which was originally valued at \$630 million. In an interview with the *California Apparel News*, CIM’s Shaul Kuba, co-founder and principal of CIM, said that the space would follow a new direction and serve the area as a fashion mall, which would attract local residents as well as tourists.

Various apparel and high-fashion brands such as **Louis Vuitton** and **BCBGMaxAzria** have run shops at Hollywood & Highland. In the past year, a number of high-profile specialty chains have left, including **Oakley** and **American Eagle Outfitters**. The tenant roster currently includes **Victoria’s Secret**, **Skechers**, **Hot Topic** and **Guess**.

Kuba said that CIM guided the property through a crucial time.

“CIM’s repositioning of Hollywood &



Hollywood & Highland

Highland increased its visibility and provided a stable anchor for the resurgence of Hollywood,” he said in a statement. “The development was envisioned as a catalytic project that would propel private investment

and development in the community. We believe we have fulfilled this mission and established Hollywood & Highland as a major economic generator for the City of Los Angeles.”—*Andrew Asch*

## LF to Close Physical Stores

Los Angeles–headquartered **LF Stores** announced that it will become a pure-play, digital-only retailer.

It will continue to run its digital retail channel, *lfstores.com*, but on Aug. 6 it was announced that it would shutter its fleet of 26 bricks-and-mortar stores. The physical stores are scheduled to be closed by the end of the Labor Day weekend, said Steven Katz, co-owner of LF Stores.

“Our customers have changed their shopping habits to a stronger preference for online buying and, therefore, influenced us to start our website last year,” Katz said in a statement. “Because of market conditions, it is no longer economically viable to continue to run a bricks-and-mortar business. This new direction allows us to tap into new opportunities through e-commerce and concentrate on what matters most to our consumer—innovative trends, the best variety and assortment, and our personalized styling experience.”

LF opened its first bricks-and-mortar store in 2004. It sold the LF brand’s casual contemporary clothes for women as well as some third-party lines. The company ran shops on exclusive California retail streets such as Robertson Boulevard and Larchmont Avenue in Los Angeles, as well as in Southern California locations Laguna Beach, Manhattan Beach and La Jolla. The retailer also ran locations on Fifth Avenue in New York City; the Hamptons beach community on Long Island, N.Y.; as well as in Greenwich, Conn.; and Newbury Street in Boston.

When LF launched its stores in 2004, the company’s president, Laurie Furst, hoped to create a point of difference with quick turnaround of inventory. “Fashion is constantly changing, and there’s a huge need for boutiques that sell fashions of the moment, not waiting until the end of the season to change fashions,” Furst told *California Apparel News* in 2004.—A.A.

## Barneys to Close Six California Stores

Store closings for the luxe retailer **Barneys New York** have hit California. After much media and fashion-world anticipation, Barneys declared Chapter 11 bankruptcy on Aug. 6.

It secured \$75 million in new capital from affiliates of the **Hilco Global and Gordon Brothers Group**. However, it said that it was closing a number of stores, including around six in California. These include locations at **Desert Hills Premium Outlets**, **Camarillo Premium Outlets**, **Carlsbad Premium Outlets**, as well as full-price stores at **The Grove** in Los Angeles, **The Americana at Brand** in Glendale, Calif., and **Santa Monica Place** in Santa Monica, Calif. These stores closed on Aug. 6, when the bankruptcy announcement was made.

The shuttered full-price stores were formerly locations for the now defunct **Barneys Co-Op** shops the retailer operated. Califor-

nia stores remaining open will be the Beverly Hills and San Francisco locations and an outlet store in Livermore, Calif.

Skyrocketing rents hurt Barneys, Daniella Vitale, Barneys chief executive officer and president, said.

“Like many in our industry, Barneys New York’s financial position has been dramatically impacted by the challenging retail environment and rent structures that are excessively high relative to market demand,” she said in a statement.

Barneys has long been celebrated in pop culture, most notably in the 1990s HBO series “Sex and the City.” The retailer was lauded for being a place that followed its own style muse and would offer a number of critically acclaimed designers such as **Yohji Yamamoto**, **Rick Owens**, **Prabal Gurung** and **Isabel Marant**.—A.A.



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## Finding Success in Fashion Design Starts With a Keen Business Sense

By Nick Verreos *Contributing Writer*

People often forget that fashion is a business, but the two integral parts—design and business—go hand in hand; you cannot have one without the other. While the business of fashion might often be complicated, tedious and some would certainly argue not sexy, it is necessary.

My journey with fashion began way back as a little boy growing up in Caracas, Venezuela, and later moving to the San Francisco Bay Area. I spent my youth sketching fashions, but it wasn't my first career choice. I graduated with a bachelor's degree in political science, but something different was calling to me.

After my graduation, I followed my personal policy of having no regrets, or—as I like to say—“No should've would've could've, just do it!” and decided to turn my hobby into a career path. Continuing my education at the **Fashion Institute of Design & Merchandising**, I enrolled as a fashion-design student and, over the years, developed an outline for success in the fashion industry.

Adhering to my “Ten Threads of Advice” has led to extraordinary opportunities. My success has been built through perseverance, abstaining from regret, remaining nice (but not too nice), giving 110 percent, learning from failure, studying fashion history, valuing my mentors, learning the business, remaining humble and, finally, ensuring my fiery passion for fashion design remains lit. After graduating from FIDM, my 15-year career path in the Los Angeles garment industry that has followed includes nearly every position, from design assistant to patternmaker for many different design companies, but there were many more opportunities that would come my way.

A short time before Sept. 11, my partner, David Paul, and I launched our fashion line, **Nikolaki**. Shortly thereafter, we joined a new, scrappy Southern California design group named **C.L.A.D.**, the Coalition of Los Angeles Designers, and participated in its first-ever fashion show.

Besides our model's outfit of Nikolaki hook-and-eye jeans and logo top, we styled her with a faux-hawk hairstyle and wrapped her hips in a hand-painted U.S.A. flag scarf

as homage to what had just happened in New York City. A week later, as we raced from one cutter/grader/manufacture to another in downtown L.A., an image on the newsstand caught my attention: It was our model in that Nikolaki outfit from the C.L.A.D. show. The image was on the cover of the latest edition of the *California Apparel News*, and with that I quietly murmured, “Ladies and gentlemen... we have arrived!”

Years have passed since that time, yet hard work and determination continue to produce extraordinary opportunities. I competed on and was later hired as a consulting producer for “Project Runway,” launched my sportswear line **NV Nick Verreos**, became co-chair of fashion design at FIDM, and dressed some of entertainment's elite, including Katy Perry, Heidi Klum, Beyoncé and Carrie Underwood.

Since this column coincides with **MAGIC**, I thought I would speak a little about my experience with industry trade shows. While the shows can be a great boost to any business, they are also quite an investment in time, energy and money.

My advice to any young, up-and-coming business is to attend the event before actually attempting to invest in a booth. Walk the floor and network with other companies, see what you like and dislike, and decide what will work for your company. Gather as much information as possible to help your business succeed before laying out funds that might not end up serving your needs.

Once you decide to showcase your company, it is a great way to not only achieve new customers but also to meet fellow businesses that will help you grow. But, always understand that it is a relationship between you and the client.

Just because someone wants to place an order doesn't mean it is the right store or customer for your company. I learned in my years showing our line at trade shows that writing the order is only the beginning. You must return back to your business and begin cultivating that relationship with each and every client that placed an order. Just as with personal relationships, some will succeed and some will fail miserably. It is the hard work you put into each partnership that will lead to success! ●



Nick Verreos

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## Calendar

### Aug. 15

**The NBM Show**  
Long Beach Convention and Entertainment Center  
Long Beach, Calif.  
Through Aug. 17

### Aug. 18

**Fashion Market Northern California**  
San Mateo County Event Center  
San Mateo, Calif.  
Through Aug. 20

### Atlanta Fashion Shoe Market

Cobb Galleria Centre  
Atlanta  
Through Aug. 20

### Aug. 21

**Dallas Apparel & Accessories Market; Fashion Industry Gallery (FIG) Holiday Resort; Kidsworld; Scene; Strut**  
Dallas Market Center  
Dallas  
Through Aug. 24

### Sept. 5

**Surf Expo, Bluewater at Surf Expo**  
Orange County Convention Center  
Orlando, Fla.  
Through Sept. 7

There's more  
on ApparelNews.net.

For calendar details and contact information, visit ApparelNews.net/events.

Submissions to the calendar should be emailed to the Calendar Editor at calendar@apparelnews.net. 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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## ITL—Intelligent Label Solutions— is changing the labeling market with innovations that help brands reduce lead times and cost while improving performance

Never in the history of fashion has the industry seen such exciting and rapid changes. This creates many challenges for brands, the latest important one being the need to win over the environmentally conscious, tech-savvy, and value-driven consumer.

ITL understands the need to support brands in facing these challenges by continually innovating toward new processes, products, and solutions. ITL's entrepreneurial customer-focused culture means that, where more structured corporate businesses would say no, we say yes.

How? We listen to our customers, and, if we don't have a solution to the challenges the brands share with us, our commitment is to use our expertise—built up over many years of experience—as well as our technologies and creativity to find the best solution to provide you with the competitive edge you are looking for.

### Embracing digitalization

**Digital Printing:** Traditional printing methods involve a physical ink-delivery process that requires films and plates. This is complex, costly, material intensive, and uses up a significant amount of time especially for setup and changes to be made.

Introducing newer digital print technologies provides a number of advantages.

First, digital printing does away with the cost and time associated with making printing plates and results in further reductions in setup time. Although digital printing isn't the perfect solution for all scenarios, in the great majority of cases the same product can be produced quicker—which improves lead time—and with less waste.

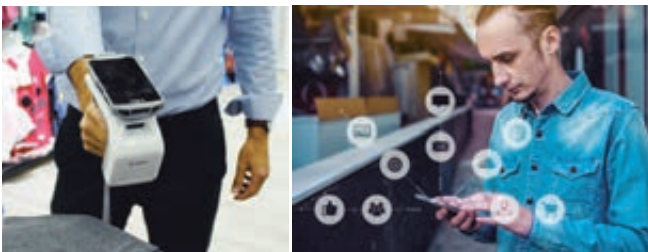
Second, utilizing digital print platforms reduces the space required to run them and allows for more flexibility in where they can be implemented.

For example, earlier this year we opened a fully self-sufficient print shop inside one of our customers' factories, Poppy's Knitwear, located in Tirupur, south India. We were asked by long-term customer Marks & Spencer to help support Poppy's need for same-day lead times on labels as part of Poppy's agreement to undertake a speed manufacturing model for M&S. While we were able to meet this need from our factory in Bangalore, the significant distance between us and Tirupur (a two-hour flight) meant that we couldn't physically get the labels there until the next day without huge cost. However, thanks to digital print technology, we were able to set up a printing facility inside Poppy's factory within six weeks. With the printer communicating directly with our cloud-based ERP system, where data is input and sent for immediate production and supply, this gave Poppy full control of their label printing requirements for the particular label type they needed.

**New Software:** When a retailer wishes to update its brand identity or introduce a new range of product, there is a need for new labels to be developed, which requires a complex process of concept development and sample creation before approving and proceeding with bulk volumes. Requiring valuable time, it also puts significant pressure on the supply chain and uses a large amount of raw material. By using computer-aided design

(CAD) software, we can overcome these issues. Our label designers can create virtual labels in support of more core physical samples within as little as 24 hours for approval prior to sampling—reducing the development lead times by almost 50 percent.

**New Process:** At ITL, we use our patented Intelligen™ process to optimize the design of a fit for purpose label and packaging that conveys the brand message well, functions well, and yet is



produced at a lower cost and thus impact on the environment. ITL won a Retail Systems Award this year and has also received other forms of recognition for this new technology.

**New Products:** RFID is no longer an option that retailers can afford to forgo—it is becoming a prerequisite to achieve retail optimization. As we continue to deploy it and experiment with its capabilities, our RFID offering has grown substantially to not only include tags and labels but also a broader, 360-degree offering. This includes the ability to print and encode globally and test and count product throughout the supply chain from source to store. Our cloud-based inventory-management software seamlessly integrates with the retailer's technology on a noninvasive basis to easily feed the required data into it. We also have a data management application that integrates with our inventory-management software to facilitate the seamless addition of item-level RFID tagging to the more regular label production process.

### Being in touch with trends

**"In the Details":** Being out in the market and keeping up to date on what's going on in the industry isn't always possible for our customers. So, we introduced "In the Details"—a platform where our experts share the latest insights and trends in garment marketing and emerging ideas in the marketplace that they observe through the launch of new stores, collections, and attending relevant events. This solution empowers our customers with inspiration to create new, great, and relevant products.

### Owning our factories

Owning all our own global facilities and having full in-house dyeing and lab facilities means we can offer a wide variety and bespoke qualities, substrates, dyes, and finishes. The best part is that because we fully own all our factories, you can rest assured that your products are being produced in compliance with legal considerations.



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## RETAILER PROFILE

### Providing Premium Service for All Contributes to Matti D's Longevity in San Diego

By Dorothy Crouch Managing Editor

After 19 years of bringing exclusive and premium products to the San Diego—area city of Del Mar, Calif., boutique owner Jax McIntosh remains committed to the mission upon which her store, **Matti D**, was founded. While the retailer—located at 2689 Via de La Valle—offers high-end labels such as **Alice + Olivia** and **Cinq à Sept**, along with emerging brands including footwear brand **Daniella Shevel** and edgy street apparel by Los Angeles' **Adaptation**, McIntosh emphasizes that every visitor is treated as the most important client.

"Regardless of whether they buy or not, I want to give that killer experience, and fashion is always fun," she said. "The way I look at it is if we give a really great experience that is what they come here for. Everybody who comes in here loves it, and we do personal styling."

Founded with Marie Ferris in 2000, Matti D is based on the premise that customers deserve a shopping experience that will have them leaving the store feeling better than when they walked inside. There is nearly no limit to the lengths McIntosh will go in order to show her clients that she and her staff care. In addition to personal styling onsite, the business offers services such as closet cleanses, customizable goodie boxes and travel packing to assist clients under stressful situations.

"A couple of clients let me into their

"We constantly re-merchandise the store. We have a team of amazing merchandisers. We turn over the store every single day so there are constant changes that make it different," said McIntosh. "With retail, stuff gets stagnant, so we want it to be an experience."

In addition to a loyal clientele that has helped the store develop an 85 percent to 90 percent repeat-customer rate, some store associates have worked with the boutique for many years, adding to its welcoming, familiar atmosphere. The legacy of Matti D is its



Jax McIntosh

reputation for quality clothing with exceptional, caring service.

"One of our employees started with us approximately 16 years ago," revealed McIntosh. "He has seen some of our clients who shopped here as teenagers now having kids."

With goods available at retail prices ranging from \$72 for a tank top to nearly \$2,000 for a coat, McIntosh follows a tenet of "styling people for their soul's age" rather than their date of birth. Her clientele ranges from 20-somethings to 90-year-olds.

On the verge of nearly 20 years in business, the current retail environment has been kind to Matti D, which is likely due to McIntosh's firm belief that the team should focus on maintaining its own success, not look for answers in the methods used by other businesses. Similar to other apparel-retail operations, challenges do arise for Matti D.

"Online challenges are always the ones that I hear about a lot, but people want that human interaction," said McIntosh. "That is the reason boutiques are thriving."

That human interaction provided by the team at Matti D is at the core of its business. Tapping into the emotional side of customers and connecting with them on a more personal level is a talent that cannot be taught, yet it is one of the store's most unique offerings.

"My favorite part is making people feel good," explained McIntosh. "Someone who is feeling insecure or unsure and needs a pick-me-up. She might be experiencing a hardship such as a divorce—I can make her feel special and beautiful again."

For the next generation of retail professionals, McIntosh has some sage advice regarding the elements that will set apart a successful boutique from the competition.

"Always do everything with loyalty, consistency and integrity. If you are trying to push out numbers it will not be successful," she said. "Big sales and good days come naturally when you treat people well." ●



houses. They tell me where they are going, they come home, and their bags are ready to go," she explained. "One client was going to an event and she ripped her dress. We showed up at the event with a new dress. There is really nothing that we will not do for our clients."

Developing a loyal customer following during this era in which consumer brand loyalty is difficult to maintain is quite an accomplishment. McIntosh emphasizes the importance of building a team of retail professionals who take personally the boutique's mission, striving to reimagine the store's appearance on a frequent basis.



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# Cultivating a Boutique Business in Pasadena, Calif., April Blooms Continues to Grow

By Dorothy Crouch Managing Editor

From a young age, **April Blooms** owner April Hicks was interested in fashion, but her career path led her to become a hair stylist. Her Pasadena, Calif., salon **Head Trip** on the town's East Bellevue Drive has been open for 26 years, yet when the space next door, at 14 E. Bellevue Drive, became available in 2016 she welcomed the opportunity to open an apparel business where she now sells brands that include **Adelyn Rae** and **Molly Bracken**.

"I sold some pieces in my salon for five years off and on and hosted little pop-up events," she said. "When the space next to my salon became available, there was a moment that I felt like this is what I was supposed to do. Everything sort of lined up, so I called my landlord and he made it pretty simple."

As a former retail worker at department stores such as **Bullock's** and **J.W. Robinson Co.**, Hicks entered into the business with an education on how the industry works and decided to open prior to the holiday season. April Blooms will celebrate its third anniversary this November. With a few years of learning the local apparel-boutique business behind her, Hicks still feels that there is more knowledge to acquire.

"I still feel new," she said. "I am still learning how to figure it out."

Citing online shopping and hiring the right associates to work in her store as her greatest challenges, Hicks has organized a trustworthy team of four associates and established an online presence but wants to focus primarily on her bricks-and-mortar model.

"The way people shop has changed," she explained. "Ideally, I want them to come into the store. I have an online boutique as



APRIL BLOOMS

well, but people should stop shopping online and support local businesses again."

To promote the value of her retail business, occasionally Hicks hosts events at her boutique. Some of these are parties and celebrations, such as Galentine's Day—the Valentine's Day alternative that celebrates friendship. Others bring attention to more-serious issues, including an information session during October's Breast Cancer Awareness Month. A major honor for her was being invited to participate in the philanthropic **Pasadena Showcase House for the Arts' Shops at Showcase**, which is hosted every year from the end of April to mid-May to benefit music and arts programs.

"They showcase the vendors, some that are new and others that have done it before. It's a big deal to be invited in, so it was exciting that I was asked," she said. "It's typi-



cally attracted a more mature group. Now they are trying to attract a younger group, so they wanted to bring in different vendors. It was a success."

While Hicks expresses gratitude for the recognition and visibility afforded to her business through these types of opportunities, there is a much more gratifying aspect of running an apparel-retail business. She finds satisfaction when clients return to reveal the positive feedback they received regarding pieces bought from her store.

"The most satisfaction comes from people coming back and telling me how many compliments they received," she said. "When you second guess yourself and then two people come in and buy what you thought was a miss the satisfaction comes from getting it right."

There is also another facet to business at

April Blooms that brings great joy to Hicks. Similar to her role as a hair stylist, many of her clothing customers will open up to her regarding their feelings.

"One lady who came in to shop ended up in tears—she was upset while telling me about her son. I was able to talk to her about it and tried to encourage her," explained Hicks. "Her husband eventually came in to express his gratitude and wanted to know what she liked so he could buy it."

These interactions don't happen every-day, but they occur often enough to reveal the importance of bricks-and-mortar shops within the community. Personal touches that enhance the consumer experience are important for these retailers as they offer elements that cannot be found through online shopping. Despite this gentle approach to interacting with her clients, Hicks's advice for the next generation of bricks-and-mortar retailers is based on a more tenacious mindset.

"If people are passionate about something, they have to do it. Most successful people try and try again, so they should remain diligent and set goals," she said. "Be patient and continue to educate yourself. If you truly want to have a small boutique, hustle your tail off."

Typical customers who visit April Blooms range in age from their mid-30s to early 40s. Many are mothers who would like to update their wardrobes for on-trend casual pieces with a few brunch-worthy garments and dresses and festive designs for the holidays. With her salon still in business next door, Hicks opens her boutique approximately 40 hours per week Tuesday through Saturday with average retail price points ranging from \$65 to \$70. ●

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# Bluewater at Surf Expo Reels In Buyers

If your customers are deep into ocean life, inshore or off, then Bluewater at Surf Expo is the place to shop this September. Adjacent to the Paddle, Surf, and Boutique categories, this mecca for waterman lifestyle apparel and accessories brings together in one central location watersports vendors such as the ones below, who offer the latest style and color trends and performance features, all within easy walking distance.

## 5FIN

5FIN is a company with a mission. Through its 5 Percent for the Ocean program, this graphic-tee-and-top brand donates 5 percent of all sales to the Coastal Conservation Association and other organizations “that help protect our seas and ensure a sustainable coastal environment.” 5FIN comes by its sea-loving pedigree honestly as an offshoot of the respected pioneering fishing-apparel-and-tackle company AFTCO, which itself has had a longstanding commitment to ocean preservation. 5FIN has found a happy home in Bluewater at Surf Expo: “It gives us the opportunity to connect to buyers and sellers of the waterman lifestyle among a focused grouping of relevant brands that cater to inshore and offshore apparel and accessories.” 5FIN’s sweet spot is its stylish graphic designs in on-trend colors at reasonable price points. 5FIN plans to showcase a full range of its printable products, including cotton and heather graphic tees as well as technical tees, beautifully emblazoned with ocean images. Along with the cotton and technical tees, 5FIN will present a collection of hooded and crew-neck bodies in screened and sublimated poly-performance styles that offer UPF 40 sun protection and the best in breathability at “market-beating” prices. Never far from its mission, 5FIN is looking forward to “conveying our 5 Percent for the Ocean conservation message at Surf Expo in September.”



## Fish Hippie

A chance meeting at a dinner party led new friends to the creation of Fish Hippie, a wide-ranging, sea-inspired collection of men’s and youth apparel, hats, and accessories. “We talked about creating a brand that celebrates those times in our lives when you can escape the rat race, unwind, enjoy good times with friends, and take the road less traveled.” And so they did. Fish Hippie delivers a fresh



and uniquely diverse blend of originally crafted “Coastline Casual” apparel styles that perfectly fit a balanced active, casual, and professional life. For Spring 2020, Fish Hippie offers “an abundance of new styles,” including the ultra-casual Rumfront collection of short- and long-sleeve men’s button-downs, accompanied by all-new Coastline Casual printed options, from boardshorts to camp shirts. Bridging the transition from shore to surf, Fish Hippie has developed performance options such as sun protection and a quick-dry element for a line of long-sleeve crews and lightweight, vented button-downs. Newness abounds, but they have stayed true to their roots by adding many new color options and styles to Fish Hippie’s “time-tested line” of men’s polos, traditional button-downs, pants, and shorts. All can be seen at Surf Expo’s Bluewater, where Fish Hippie’s collection of “Genuine Waterside Originals” is, they say, “a natural fit.”

## Reel Happy

“We are much more than a fish and a brand name on a shirt,” the people behind Reel Happy, a lifestyle fishing-apparel brand, attest. If you have any questions about what Reel Happy is about, aside from “the stoke that we feel when we are on the water,” it is no less than “our collective search for eternal happiness.” This exuberantly graphic waterman lifestyle brand understands ocean bliss, even if that feeling comes on a golf course. Reel Happy is “unique,” they say, “in that it addresses the wide range of fishermen who exist inshore and offshore.” Youth-oriented, and for those at any age who are young at heart, Reel Happy draws inspiration from an eclectic mix of artistic influences, from music to skateboarding style to outdoor culture and lifestyle. “Reel Happy brings thought-provoking messages, forward-thinking design, and an artistic edge that sets us apart from other brands in the marketplace.” At Bluewater at Surf Expo, where they have found “a perfect fit,” Reel Happy will feature a new collection of innovative tee graphics, headwear, fleece, jackets, and UPF +40 fishing shirts for saltwater and freshwater anglers alike.



**The next edition of Surf Expo takes place at the West Concourse of the Orange County Convention Center in Orlando, Fla., Sept. 5–7.**

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## RETAILER PROFILE

# K. Frank Finds New Home in Montecito

By Andrew Asch *Retail Editor*

Retailers across the world are looking for the next big thing to drive more revenue. For Kevin and Katie Frank, a new business strategy did not lie in the digital sphere, nor did it require flipping their merchandising direction. Rather, they changed addresses for their contemporary store, **K. Frank**.

They opened their first store in 2007 on State Street, which is the main drag of Santa Barbara, Calif. After an eight-year run in that space, the Franks thought its contemporary cachet was declining as there were

es in California. There also are international tourists and out-of-state snowbirds seeking to escape cold winters.

Katie handles the women’s buying, and Kevin handles the men’s buying at the 2,500-square-foot store. Average price points range from \$300 to \$600 for denim and women’s tops and \$1,000 to \$2,000 for light, transitional outerwear. K. Frank offers more than 100 brands including **Herno**, **Stone Island**, **Massimo Alba**, **John Elliott**, **Common Projects**, **A.P.C.**, **Golden Goose**, **Moussy**, **Veronica Beard**, **Harris Wharf London**, **L’Agence** and **A.L.C.**

Before starting K. Frank, Kevin served as the men’s buyer for the prominent specialty retailer **Pitkin County Dry Goods** in Aspen, Colo., which is celebrating its 50th anniversary this year. The Franks started a romance in Aspen, having met years before when they were students at **Miami University** in Ohio. The Franks married in 2006 and later moved to Santa Barbara.

The past year has been good for business, and Montecito



fewer stores similar to K. Frank on the street.

In 2016, they moved to Montecito, which is about a 10-minute drive from their former address. The unincorporated community is well known as a place where A-list celebrities such as Oprah Winfrey and Ellen DeGeneres maintain homes.

Montecito also is the address for three luxury hotels—**The San Ysidro Ranch**, **The Biltmore** **Four Seasons Santa Barbara** and **The Rosewood Miramar Beach**. The Rosewood opened earlier this year, after it was developed by **Caruso**, a Los Angeles–headquartered real-estate company that also developed and owns **The Grove** retail center in Los Angeles and **The Americana at Brand** in Glendale, Calif.

The move to Montecito is a good choice for a purveyor of designer fashion, Kevin said. “Santa Barbara has always been sleepy and beachy,” he said of his old address “The [Montecito] hotels bring people more interested in designer fashion.” Some of K. Frank’s retail neighbors include independent boutique retailer **Wendy Foster** and the high-end-casual, Los Angeles–lifestyle brand **James Perse**, but there is no presence of national or global brands.

K. Frank is located at 1150 Coast Village Road. It is walking distance from The Rosewood Miramar Beach and The Biltmore. The hotels’ concierges make a point of encouraging their visitors to shop at Montecito businesses. Frank estimated that 50 percent of K. Frank’s clients are tourists and the other half are Montecito locals. A significant number of the tourists come from other plac-

is considered something of a paradise. However, an exclusive address does not spare one from trouble. In December 2017, the Thomas Fire burned parts of Santa Barbara County. The next month, giant mudflows hit Monte-



cito. Power was knocked out and roads were blocked. Local governments gave evacuation orders to residents, forcing K. Frank to close for 25 days. The store sustained no physical damage and the town recovered quickly, Kevin said, while the setbacks increased the resolve of the Franks.

“Since we opened, we experienced a major recession and two natural disasters that acutely impacted our community,” he said. “We’ve built a business together from the ground up and we still love being hands-on.” ●



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# Ambiance San Francisco Finds New Retail Avenue in Its Stores

By Andrew Asch *Retail Editor*

In 1983, **Ambiance San Francisco** opened with vintage-inspired fashions that attracted locals and tourists to San Francisco's Haight-Ashbury district, a neighborhood still celebrated as the center of the hippie culture's "Summer of Love" in 1967. Upon acquiring the store from founder Gloria Garret in 1996, retailers Donna and Kieran O'Leary found great success with Ambiance's location at 1458 Haight St.

"It was retail nirvana," Donna remembered. "You could do no wrong."

Locals and tourists liked how Ambiance's vintage-inspired style blended in with the city's bohemian history. In a couple of years, the O'Learys almost quadrupled their sales with the Haight-Ashbury store.

They felt confident enough to take a risk on another location in 1999, opening a shop in San Francisco's Noe Valley district, which eventually moved to 3979 24th St. Around 2002, they opened a third location at 1858 Union St. in San Francisco's Marina District, with a fourth shop following in 2012, at 756 Irving St., in the Inner Sunset district. Ambiance's four locations are defined by black-and-white awnings hanging over the shop entrances.

Ambiance remains a big, independent operation, employing 55 people, but San Francisco specialty retailers have been hit with something of a double whammy. Across the nation, the retail business is in an upheaval as retailers look for new ways to do business. And many San Francisco retailers have had to change their styles because the city's culture has changed in the past decade, explained Donna. The tech boom has brought in a new population of people who are not inspired by the bohemian San Francisco style of the past.

"You get used to a formula and it goes away," Donna said of past fashion and business models. "You have to look at every different piece of what you do and tear it up. It goes right down to the music played in the stores."



Noe Valley location

Donna said that she would not accept conventional wisdom, even from the current digital era, bypassing an e-commerce model. She contends that e-commerce often is better suited to much larger retail operations. For independent retailers with less infrastructure, she believes websites work best as marketing tools.

"[Consumers] see it online. Then they come in-store," she said of promoting store merchandise.

The human touch is crucial at Ambiance, and the O'Learys invested in those details to compete in the market. In 2017, the retailer introduced Ambi-Care, a service where the retailer's stylists put together boxes of goods for customers who moved out of the city.

"They talk to the customer one-on-one," Donna said. "They call consumers and ask, 'Are you ready

for another one? How often should we send it?'"

The retailer also offers appointments with private stylists as well as shopping parties. For parties, a shop's doors are shut for a couple of hours. The boutique is reserved for shopping parties ranging from bachelorette celebrations to birthday festivities. Partygoers are served food and drinks during the private shopping event. They are also given a 10 percent discount off of any goods they purchase. Hostesses of these parties receive a \$50 gift certificate.

Customer-loyalty programs are another big initiative at the boutique. Ambiance salespeople send texts and handwritten notes to inform clients of happenings at the store and often promote the store credit customers have accumulated. This strategy of wrangling store credit pays dividends.

In May, the four Ambiance stores carried \$9,000 in store credit from their customers, driving salespeople to convince customers to claim their store credit. The campaign was successful, with the outstanding store credit for the four locations whittled down to \$1,400 in four weeks. While spending down their store credit, consumers spent an extra \$8,000, Donna said.



Marina District location

The average range for price points spans from \$40 to \$300. Brands carried at Ambiance include **Veronica M, Z Supply, Free People, French Connection, Levi's, AG, Joe's Jeans, Sanctuary** and **Rebecca Minkoff**. ●

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# Swim Collective and Active Collective Attract Business-Focused Buyers

By Dorothy Crouch Managing Editor

During the summer trade-show circuit, this year's **Active Collective** and **Swim Collective** sibling events drew buyers interested in fortifying business. Held at the **Anaheim Convention Center** in Anaheim, Calif., July 31–Aug. 1, the **Emerald Expositions**—produced show is growing.

On the floor at this edition of the show, Migdal HaEmek, Israel-headquartered **Nilit** occupied a space with its **Sensil** products, offering a textile-manufacturer presence at the event. The company's goal was to engage with emerging brands explained Kirsten K. Harris, the company's vice president of marketing for North America.

"You get to be around very energetic brands that are in that innovative period of their infancy, and it's exciting to see the different concepts that designers are coming out with," she said.

In addition to Sensil's presence, Emerald Expositions will continue to expand its textile partnerships during its New York installment with **Lenzing** present at that event, which begins Aug. 22.

During Swim Collective, **Coreena's Bridal** owners Coreena and Nick Ferrata were looking for styles to sell once they open a new shop in College Station, Texas. While the store will also feature active styles, the couple was attracted to the colorful swimwear offerings at **Beach Bunny Swimwear** and the versatility of **Kya Swim's** reversible suits.

"It's important for us to be here to feel the fabrics and see the construction to really know what we want," Coreena said. "A lot of pastels have been popular from what I've seen. We wanted to fill that area. We're in a college town."

For Orange County, Calif.'s **Lulo Swimwear**, sisters and co-founders Johana and Jessica Marin were exhibiting their women's and children's swimwear, which is made in their hometown of Pereira, Colombia. Wholesaling between \$25 and \$50, the pieces are handcrafted by local women, with 10 percent of each sale donated to the town's children who live on the street.



From left, Venus Williams and Devon Damelio, sales manager for Active Collective, at the booth for EleVen by Venus Williams

The women saw buyers from Hawaii and California. With a booth that featured a beach-party-perfect trailer, they offered full-coverage, rash guard-style suits in addition to flirty styles, including off-the-shoulder cuts, bandeau and reversible designs in floral prints and bright solids.

"Trending now are off-the-shoulder styles and a lot from the 1980s. Mustard is really in right now," said Johana. "A lot of our customers are based in California and have been asking for more coverage."

Traveling to the swim show from Kailua Kona, Hawaii, **Mermaids Swimwear** owner Carol Mardian visits local trade shows held in her state but was attending Swim Collective to see her bigger accounts. Based in a resort area, Mardian's store carries beach accessories and an array of swimwear from 2T to a woman's size 24 with prices ranging from \$60 to \$200.

"I am still seeing a bit of rib out there and vibrant colors such as marigold—not so much moss green and burgundy. I am seeing brighter palettes," she said. "I am always looking for Hawaiian prints."

From Chicago, Donna West and Carrie Londe were visiting to buy for their two women's boutiques named **Londo Mondo**. The pair enjoyed working within a single venue that was easy to navigate as they searched for high-waisted swimwear, French cuts and unconstructed bandeaux.

"The other thing I needed to concentrate on was accommodating my customers who have cup sizes D, DD and DDD," said West. "This past season I did a trial of the **Sunsets** line, so I am going to be bringing that in and testing more styles."

On the Active Collective side, buyers were searching for style and sustainable options. With more consumers exhibiting a stronger commitment to environmental awareness, buyers wanted to know more about brands that are bringing to market sustainable options.

"I own two studios, and that is the lifestyle that we're all living and promoting," said **Ohana Yoga + Barre's** chief brand officer, Kelly Misuraca, who was visiting from Denver.

Walking the floor, Misuraca found eco-friendly options at **Girlfriend Collective**, which uses fabric created from recycled water bottles and fishing nets. She was searching for specific items that fit within her \$28-to-\$40 wholesale budget.

"As far as women's trends go, longer crop bra tops that can double as a bra and tank are super popular," said Misuraca. "For us, I want more solid, subtle colors as opposed to all the bright and vibrant prints. More in the earth tones—coppers, mustard yellows and sage greens to mix with the neons makes those brighter colors more palatable."

Fitness veteran and "Crunchless Abs" founder Linda La Rue was showing her ethically manufactured Los Angeles-made **American Fitness Couture** brand. La Rue showcased her leggings, sports bras and novelty tops, which wholesale from \$25 to \$40 and promote a sustainable mission through a reliance on bamboo-based fabric.

"They're asking about price points, and then they want to touch the fabric," she said. "I start talking to them about the product and pocket leggings—everyone wants pockets. Then, I start to talk about how bamboo grows 3 feet per day."

For Rancho Cucamonga, Calif., activewear brand **Mega Fashion Club**, this show was an opportunity to showcase its recently launched apparel, which wholesales between \$30 and \$180 and offers a new approach to this category with its Mega Wrap jacket.

"People seem to like this as something new, different and bold," said Chief Executive Officer Megers L. Frierson, Sr. "We had people stop from China, New York and North Carolina. Buyers are asking for gray and gold and a full body jacket. That has been popular."

As an assistant buyer for **Saks Off 5th**, Alison Rose traveled to the show from New York to see brands that will not exhibit during the East Coast Active Collective. She saw trends in tie-dye patterns and mesh bras while searching for pieces at a 50-percent discount off wholesale to fit within her buy now, wear now business.

"We met with **EleVen**, which was amazing because we are testing out tennis and they have a tennis line that is curated by Venus Williams," she said. "We like this show because it's concise. You have the bandwidth to see everybody and not be overwhelmed." ●

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## A Fresh Perspective on Footwear

When designer Jaclyn Jones first started her search for a U.S.-based factory to produce her namesake shoe collection, she was faced with a challenge far greater than she anticipated. "I searched tirelessly for six months before finding a factory to produce my brand," the founder of the women's luxury brand, Jaclyn Jones USA, shared. "It felt like I had finally broken into an underground industry," she continued. With more and more factories migrating overseas, domestic manufacturing options were more limited than ever, and those that remained hadn't adapted to the standards of technology, quality, and cleanliness expected of every other manufacturing industry.

Frustrated by the inefficiencies she experienced over the first two years producing her brand, Jones felt inspired to take matters into her own hands and create the new standard. In October 2018, Jaclyn made the leap



An artisan skillfully hand-cuts a shoe pattern.

standards are met and exceeded while deadlines are closely followed."

Meeting factory minimums is often the biggest hurdle to navigating the often-overwhelming journey of a new designer. Knowing this, Jones decided to set Clover & Cobbler apart from the mentality of mass production found overseas. "We are committed to providing new and emerging designers the opportunity to grow and succeed by requiring zero minimums on production orders," Jones said. In an industry dominated by big fashion powerhouses, this unconventional attitude fosters an environment of growth and support from the inside out. "This allows even the smallest voices to be heard in a crowded marketplace," Jones continued.

Clover & Cobbler has uniquely positioned itself in the footwear industry, catering to both new designers and high-volume, established brands. Though rooted in the skilled craft of artisan shoemaking, the facility also offers a secondary, more automated and technologically advanced production

Clover & Cobbler's designer workspace, complete with material swatches from local vendors

from shoe designer to factory owner and CEO of the Los Angeles-based footwear factory Clover & Cobbler. She shared, "We're shaking up the industry, offering emerging designers and existing footwear brands a refreshed, organized approach to manufacturing in the USA." As a female-owned-and-led company, Clover & Cobbler aims to breathe the life of a new generation into a centuries-old craft. Jones shared, "We aim to redefine the perception of a longstanding industry and bring it into the modern day."

In its 20,000-square-foot facility, Clover & Cobbler offers an end-to-end solution for footwear designers. From sample development to full line production and components manufacturing, Clover & Cobbler brings the entire production process under one roof. "Unlike other domestic factories," Jones shared, "we operate as a completely vertical company." The factory houses its own wood



Jaclyn Jones, founder and CEO of Clover & Cobbler

line to serve high-volume orders. Jones shared, "Our smaller clients have lots of room for growth while our larger brands can fulfill high-volume orders quickly and efficiently without being held up by smaller brands." The factory, located in Van Nuys, California, has seen increased inquiries from brands that normally import products from overseas. "Brands are beginning to migrate their production back to the U.S. to take advantage of shorter lead times, reduced shipping costs, easier communication, and overall transparency," Jones explained. Clients of Clover & Cobbler also enjoy peace of mind knowing that their products are made in a mindful atmosphere—supporting the local community, fair wages, and a safe, healthy work environment. Jones said, "We plan to reshape the future of footwear with a firm eye toward sustainable and ethical practices."



To learn more about Clover & Cobbler, visit [cloverandcobbler.com](http://cloverandcobbler.com) or email [hello@cloverandcobbler.com](mailto:hello@cloverandcobbler.com)

Brands collaborate with Clover & Cobbler's design and production team.

department, bringing in high-quality lumber to carve solid-wood heels instead of importing plastic heels. The high-end facility also offers a robust last library and in-house last manufacturing, which enables more-personalized design solutions for its clients and substantially lowers customers' costs on shipping and importing lasts. Jones shared, "With our array of in-house capabilities, we are able to oversee the entire supply-chain process and ensure that quality

## MADE IN AMERICA

## After Blazing His Own Path With Big Tech Clients, Matthew Moses Launches Mansfield Outpost

By Andrew Asch *Retail Editor*

A big part of the clothing business is making apparel for different professions, such as scrubs for doctors, suits for lawyers and coveralls for mechanics. Matthew Moses has built a business out of making sportswear for different employee groups who work for technology giants such as Google.

His company, **Shalimar Media Group**, designs in Los Angeles and works with manufacturers in the city. Moses took pains to note that he does not make typical promotional products. Rather, he competes against the hundreds of other companies in his space by offering something different.

"It's about presenting a lifestyle product rather than a promotional product," he said. "I compete with creativity and quality."

### Reenvisioning corporate apparel

Moses broke into this field by luck after a college friend secured a job with Google. In 2014, she asked if Moses could send mock-ups for designs for the Black Googlers Network's Black History Month celebration. His designs were chosen. After the project was completed, he was referred to work with other groups and companies including Facebook, eBay and Uber. None of these jobs are permanent, and Moses has to reintroduce himself

and pitch his services to corporate clients for each new project.

Instead of taking a basic T-shirt and screen-printing a corporate logo on it, Moses utilizes streetwear and fashion touches in the corporate sweatshirts and tees that he makes for different Google employee groups. In addition to the Black Googlers Network, he's worked with the Hispanic Googlers Network, also

known as HOLA, and Gaygler, which is an LGBTQIA employee group.

These employee groups typically wear the clothes to outreach events, such as CS First, where Google-employee club members teach coding to kids. Moses makes limited runs of 150 to more than 1,000 garments

for these clubs. Styles can range from slip-on sneakers with club names to sweatshirts with hems and cuffs made in Google's company colors of blue, red, yellow and green.

Like dealing with any client, Moses asks employee clubs what they want in their company styles. Sometimes, they want nothing more than a T-shirt bearing the company name. Other times they want something with more details.

"They want to feel cool wearing it," said Moses. "They want something that elevates their experience."

Making products for corporate clients is a giant field. The market's 2018 sales volume



Mansfield Outpost styles

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## MADE IN AMERICA

was \$24.7 billion. Apparel makes up 28.3 percent of that market, according to the trade group **Promotional Products Association International**.

### Moving into Mansfield Outpost

Moses estimated that 70 percent of his work comes from making basics with a fashion edge for Google and other tech giants. These projects helped him fund his resortwear line, **Mansfield Outpost**.

Earlier this year, he introduced Mansfield Outpost at the **LA Men's Market** trade show.

The name is inspired by Mansfield Avenue in South Central Los Angeles, and the line reflects his experience.

"I can make resortwear from the perspective of a man of color," he said. "As a young man of color, you go on vacation and buy swim trunks and clothes from any number of big brands. You're putting on their perspectives when you craft your look. I'm saying that it's also okay to craft a look from someone who sees the world through your eyes."

The inaugural line was inspired by the clothes worn by cricket players in the Caribbean. Cricket is a popular sport in Jamaica and other areas of the West Indies. Mansfield Outpost designed tees bearing the face of Clive Lloyd, one of the stars of the Caribbean cricket scene and the captain of the West Indies cricket team from 1974 to 1985.

"Early in Ralph Lauren's career, he said that he was designing clothes for actors like

Cary Grant. That's awesome. But guys like me didn't grow up with Cary Grant. We didn't know who Cary Grant was," Moses said. "We were looking for something that aligns more with Puffy Combs than Cary Grant."

The first collection includes wool cricket caps and a white denim umpire jacket. The line also makes short-sleeve and long-sleeve T-shirts in lime green and fuchsia. Retail price points range from \$5 to over \$50.

For its second season, Mansfield Outpost will do more cricket-inspired clothing. Moses also forecast that the brand will produce more graphic tees. In a market that is seemingly dominated by black T-shirts, Mansfield Outpost's point of difference also will be its color palette, which focuses on greens and pinks in dark and light hues.

The collection is sold through Moses's direct-to-consumer channel, [www.mansfieldoutpost.com](http://www.mansfieldoutpost.com). It also is sold at the Los Angeles-headquartered e-boutique **Argot**.

Teron Stevenson, Argot's founder, sells caps and accessories from Mansfield Outpost along with established brands such as **Carhartt** and independent brands such as his own brand, Argot. He said that the cricket focus from the first collection was not too exotic for Americans. In the past few years, more Americans have been developing an interest in sports like soccer, which is wildly popular overseas.

"I like the idea of going on vacation," Stevenson said of Mansfield Outpost. "You have to look at it with global eyes." ●



HOLA, a Google employee group, wears T-shirts by Moses's Shalimar Media Group at 2017 Puerto Rico Day Parade in New York City



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## Supply Chain *Continued from page 1*

“All these [U.S.] companies already have relationships with Chinese suppliers, and they are probably good relationships, which is the reason China is our greatest trading partner,” explained Deanna Clark-Esposito, founder of New York City’s **Clark-Esposito Law Firm, P.C.**

With a large amount of finished cashmere products arriving into the United States from China, there is room to consider alternative sourcing options for these goods. To offer more diverse avenues for sourcing, Florida Representative Ted Yoho (R-FL-3) introduced in April H.R. 2219, also known as the Mongolia Third Neighbor Trade Act. If passed, the legislation would afford a five-year duty-free exemption for certain types of products, such as cashmere, imported from Mongolia into the United States.

Yoho revealed that Mongolia’s cashmere production is equivalent to approximately 45 to 50 percent of the world’s supply, yet 85 percent of this product is exported from China. With the potential passage of this legislation, the job market in the United States could grow with more positions in manufacturing cashmere goods from raw Mongolian wool.



GODI

“There are going to be more jobs created here from this,” he said. “There is no real cashmere industry in this country.”

The legislation would also benefit job growth in Mongolia. By affording duty-free status to Mongolia for certain products until Dec. 31, 2025, an opportunity arises to forge a stronger relationship through trade and job creation of potentially 50,000 positions—many for women—in that country.

“This will diversify raw product that could be brought into



this country,” he said. “Instead of the finished product being produced in Mongolia, it could be brought here for our textile industry. It would be positive for jobs, our market and the cashmere industry.”

With bicameral support, the next step for the bill is to go through a hearing or pass on the floor of the House, which would lead to it being brought to the Senate. Supporters would like to have the legislation passed by the end of 2019. For the apparel

industry, this is viewed by some as an opportunity to bypass China’s finished cashmere products and work directly with Mongolia for raw materials to produce goods here.

“The supply chain runs through China; therefore, Mongolia is very dependent on what happens with China,” said Steve Lamar, executive vice president of the **American Apparel & Footwear Association**. “We are in the middle of a trade war with China, so taxing the China supply chain is taxing the Mongolia supply chain.”

Some apparel companies that rely on China for its sweater products hail the legislation as a move in the right direction to ease the challenges in sourcing for cashmere. Los Angeles premium apparel brand **Vince** is a major source of cashmere products for the United States luxury-apparel market.

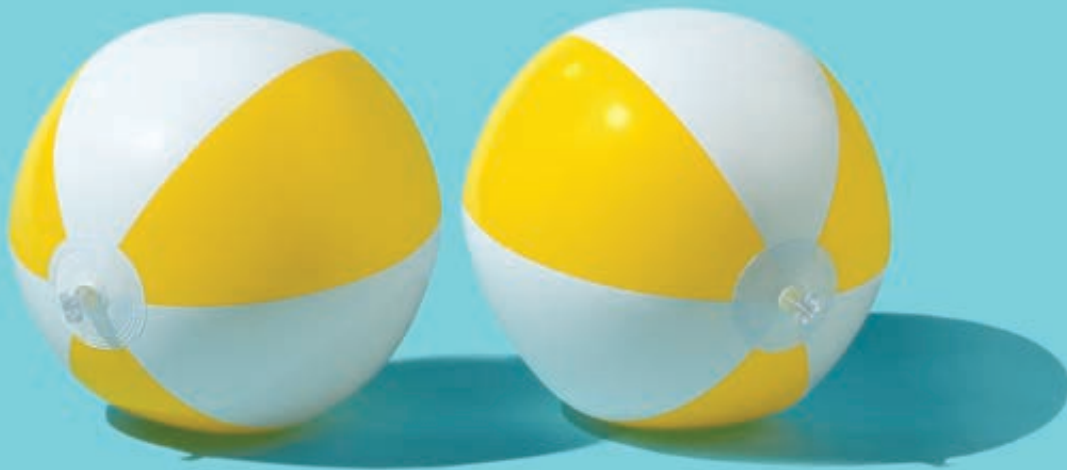
“A very large portion of our business is centered on cashmere,” said Mark Engebretson, executive vice president of operations for the company. “Recent events with China show anything that is China made is risky and continues to be risky until we have a deal made. Our ability to diversify in cashmere is extremely limited. The argument can be made that Mongolia is the only other place [to source cashmere].”

While Engebretson is a supporter of the legislation, he does have his reservations. Despite hopes that imports of Mongolia’s cashmere could occur six months following a potential passage of the legislation, the country must prepare in terms of capacity to accommodate demand from the United States.

“We’ll need time to prepare them for the U.S. market with the quality levels, restrictions and compliance, but the base is there,” explained Engebretson. It’s a really interesting opportunity that I haven’t seen in a long time.”

To quell these concerns from potential partners in the United States, Mongolia’s officials are exploring ways to prove that it will be ready for demand from the United States.

“The Mongolian government is providing various subsidized programs, including a mobile ‘bathing’ of livestock and ‘sources tracking,’ among many others,” explained Erdenebat Tseveendorj, economic and industrial policy adviser to the Mongolian president. “A few international and local nonprofits are working to educate herders to improve livestock health, breeding and cashmere quality.” ●



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## Nathalia Gaviria Gold Releases Camo Collection to Navigate Wild City Landscapes

By Dorothy Crouch *Managing Editor*

For her Fall 2019 **Nathalia Gaviria Gold** collection, the Los Angeles designer sought inspiration from navigating the city. Gaviria typically creates pieces for her Nathalia Gaviria Gold line to inspire clients to stand out. As part of the Camo collection, these designs use camouflage patterns to bring attention to the wearer. This juxtaposition between the ways camouflage is used to hide the person wearing it and Gaviria's desire to make her clients the center of attention in their environment reveals the designer's knack for shaking up norms.

"We call it the Camo collection, and the idea behind it is that camouflage was created to blend into a jungle environment," Gaviria said. "I use it to stand out in the urban jungle."

Using sequins, faux fur, cotton and wool, Gaviria created pieces with accents in gold, olive, brown and black. With its cool looks that could protect in a hot desert, Gaviria has received requests for pieces—specifically for her faux-fur jackets and ponchos—from clients who will travel to the annually constructed Burning Man. Taking place Aug. 25–Sept. 2, the temporary Black Rock City is built in the Nevada desert, and the event is hosted by the San Francisco-headquartered **Burning Man Project**. To complement the collection's release, Gaviria opened a new boutique at 7403 Melrose Ave. ●



PHOTOGRAPHER SARAH ELLY, STYLIST DEANNA BONIN



## TECHNOLOGY

### Buy Now, Pay Later to Shake Up E-commerce

By Andrew Asch *Retail Editor*

A new method of paying for goods on digital commerce is entering the U.S. market, resembling a fresh approach to layaway through digital methods.

Technology-driven payment options are offered through businesses such as **Affirm**, based in San Francisco; **Sezzle**, headquartered in Minneapolis; **Klarna**, which was founded in Stockholm; and **Afterpay**, based in Australia. Offering buy now, pay later financing that will be familiar to anyone who has paid for merchandise on layaway, most of these companies charge no fees nor interest.

When consumers shop with these payment systems' brand partners, they select one of the e-layaway companies as their payment method and the apparel label will send goods immediately. Payment companies will collect increments over a monthlong period, but in some cases payments can be stretched over a long time.

For Afterpay, profit is made from merchant fees, which can range from 4 percent to 6 percent of the purchase. Merchant partners are paid in full for customers' purchases by the next business day, according to an Afterpay representative. A recent statement said it has 2 million customers in the U.S.

On Aug. 5, Klarna announced that it will be working with the American branch of U.K. retailer **ASOS**, said Eve Williams, ASOS's brand experience director. ASOS has an established relationship with Klarna, working with Klarna for its British market.

The option of not having to pay upfront gives people a greater liberty to shop. Klarna users shop 20 percent more often and spend 68 percent more per transaction than the average shopper, according to a company statement.

Popular brands and retailers are also stepping up to try the new payment method. **Forever 21**, **Anthropologie**, **Levi's**, **Volcom** and **Outerknown** have worked with Afterpay, while the action-sports brand **Etnies** works with Sezzle. **Kendall + Kylie** and online retailer **Overstock** work with Klarna. These payment companies continue to announce more partnerships.

E-layaway is growing in popularity in the U.K., but it's already popular in Scandinavia and Australia. Petah Marian, senior editor of **WGSN** trend forecasters said that Afterpay is used for 10 percent of retail in Australia. It's particularly popular with Millennials and Generation Z consumers.

"The purchasing power of young people is being squeezed and limited," she said. "I think there will be a huge appetite for services such as Afterpay and Klarna. You can buy the nicer thing you want, but you won't have to worry about the higher cost. I expect it will grow."

Klarna opened its American office in 2014, while Afterpay made its debut in America in 2018 in a partnership with **Urban Outfitters, Inc.** Nick Molnar, founder and chief executive officer of the company, said that the payment service is aimed at Millennials.

"Afterpay helps shoppers get over that initial price hurdle by offering a platform to help budget for things that they want without needing to take out a loan or open a credit card," Molnar said. "This is particularly relevant for Millennials, who are reluctant to use credit cards and other forms of traditional financing."

Afterpay will continue a campaign to build its American office, which is headquartered in San Francisco. On Aug. 8, it announced Afterpay Day, a two-day sale, which will run Aug. 14–15 in partnership with top fashion and beauty brands as well as some retailers. ●



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# Top 10 Denim Messages From CR20 Collections With an Eye Toward CR21

By Sharon Graubard *Contributing Writer*

Cruise collections offer plenty of denim ideas, from updates on silhouettes to subtle details and evolved washes. Wide barrel legs confirm the movement away from the skinny jean, while clean, unblemished surfaces signal a downtrending of extreme distressed looks. The '70s era is a key driver—inspiring flares, midi-lengths and culottes. Even though many of the new looks are polished, there is no shortage of textures and artisanal techniques, including colorful tie-dyes, high-contrast bleach effects and new prints. Pure whites and delicate pale washes keep denim ready for sunny Resort dressing.

For additional information regarding Mint-Moda, visit [mintmoda.com](http://mintmoda.com) or email [studio@mintmoda.com](mailto:studio@mintmoda.com).



Frame



6397



Chloe

## The Barrel-Leg Jean

One of the new silhouettes emerging for Cruise/Resort is the barrel-leg jean. These jeans fall straight from hip to ankle in a clean, cylindrical shape. These can be fairly wide legged for a more advanced customer, but there are also somewhat slimmer versions that offer a more classic look. Deep cuffs at the ankle underline the stovepipe effect. As with most jeans this season, the waist sits at the natural waistline or slightly below—no hip-huggers here. This item works in any finish, but true indigo denims work well with this timeless style.

## The Sleek Flare



D-Squared



Etro



Mother

Flare legs have been out there for a while but really seem to be catching on for Cruise/Resort '20. This shape is part of fashion's seasons-long love affair with all things 1970s. High waists, self-belts and patch pockets bring even more of a '70s feel. This shape works well in medium-blue denims, either slightly distressed or clean finished, whether unpressed or with a sharp center crease. In keeping with the decade's inspiration, these flares are worn belted and are often topped off with a shrunken blazer, a snug knit or a silky blouse.

## The Polished Set



Nehera



Red Valentino



Zero Maria Cornejo

There is a new interest in work-appropriate dressing. A denim-matched set can hit the mark between the stodgy dress-for-success career wear of yesteryear and the hyper-casual ripped jeans and tees that seem a bit out of place, even in a shared co-working space. The new sets are generally cut from dark, premium or lightweight denims, popped with bright, white stitching. Tops range from neat trucker jackets to crisply tailored denim shirts. Bottoms include straight-leg jeans, culotte crops or denim midi skirts, whether A-line or pleated.

## The Denim Midi Dress



Camilla & Marc



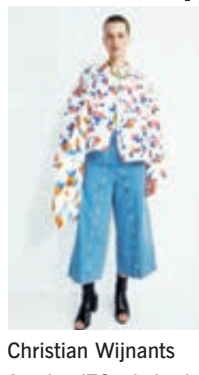
Prabal Gurung



Karen Walker

Another wear-it-to-work item is the denim midi dress. Look for denim that is refined and lightweight enough to be cut into billowy shapes. Volume is achieved with paneled constructions, smocking or gore insets. Styles range from sleeveless fit-and-flare and soft peasant dresses to more tailored shirt or coat styles. Contrast top-stitching or white piping add more interest, as do soft ruffles or a mix of dark and light blues in alternating panels. Roomy on-seam pockets bring more swagger and practicality to these everyday frocks.

## The Culotte Crop



Christian Wijnants



Frame



Mother

Another '70s-derived silhouette, culotte shapes have been gaining momentum for several seasons but really took hold for Fall/Winter '19 with the divided skirts shown at Hedi Slimane's influential Bourgeois collection at Celine. For Cruise/Resort '20, designers showed cropped A-line denim pieces that hit at mid- or low-calf lengths. Many of these items are not quite so voluminous, blurring the line between cropped jean and culotte. Details include front-center seams and placed whiskers or fading. A high waist with a button-up yoke fly completes the retro feel.

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## DENIM TRENDS

### The Vivid Tie-Dyes



MSGM



Stella McCartney



Versace

Tie-dye evolves each season, moving beyond its crafty-hippie reputation and becoming a cherished part of the artisanal movement that continues to have an impact on fashion. For Cruise/Resort '20, the technique is used with brighter colors, such as mottled yellows, vivid aquas, and intense mixes of pink, purple and orange. The effects can be mottled, splotchy or dip dyed. While white denim is an obvious choice for the ground, many of the new tie-dyes are on bleached or acid-washed blue jeans, letting bits of indigo show through all the color.

### The Palest Blues



Officine Generale



Shaina Mote



Simonetta Ravizza

Warm weather always brings out the lighter denim colors. This time around, the washes get pale and delicate, resulting in pure baby blue or shades that suggest a cloudless sky. Finishes include allover bleaches, even-toned acid washes or pale yarn-dyed denims. Any silhouette works in these gentle tints, but classic straight legs, A-line flares or slim skirts look particularly fresh. Raw edges underline the softened mood. These are styled with basic black or light neutrals. A pale-blue silk blouse gives the look an almost denim-on-denim effect.

### The Splotchy Bleachers



I'M Isola Marras



Roberto Cavalli



D-Squared

Another technique that has evolved from its down-and-dirty roots is the splotchy "bleacher" effect. Designers use the mottled effect for any denim look, including head-to-toe ensembles, trucker jackets, workwear coveralls, tailored shirts and five-pocket jeans. The bleached blotches can be all over or placed, as in a pair of short shorts with a bleached effect at the hem.

### White Denim

White denim is on the uptrend for any season—even winter—but looks particularly right for Cruise/Resort. Any denim silhouette works in white, from easy duster coats to straight jeans or polished bootcuts. Subtle details include brown or colored topstitching, raw hems or cream-colored fabric piecing at the hip. Pure white flares are shown with a pressed center seam, elevating simple jeans into a refined foil for a perfect white shirt and a camel coat.



Colovos



Erika Cavallini



Etro

### Printed Denim

Printed denim is a way to bring novelty to classic denim silhouettes. Tone-on-tone printing gives the illusion of a dye technique, but closer inspection will reveal a subtle floral or paisley. Other prints are more obvious, like a pink floral on an indigo ground or silk-screened, photo-printed motifs on white denim. There are also subtle logo prints, geometrics, and prints that imitate distressing or creasing for a trompe l'oeil effect. When a print is used in matched sets, there is newness in material mixing, as in a printed-denim trucker jacket worn with a chiffon skirt in an identical print.



Giambattista Valli



Lorod



Etro

MintModa is an online trend-forecasting service and consultancy, led by noted forecaster Sharon Graubard. All photos: Courtesy

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*www.creora.com*

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*events@cmcdtla.com*

*www.cmcdtla.com*

**Products and Services:** California Market Center (CMC) is the hub of LA's fashion and creative communities. Located in the heart of Downtown LA's Fashion District on 9th & Main, the 1.8-million square foot complex is home to premier fashion showrooms, creative office spaces and downtown Los Angeles' second largest event venue. CMC is host to a year-round calendar of events, markets and tradeshow, such as LA Market Week, LA Textile, LA Majors Market, LA Kids Market, LA Men's Market, Unique Markets, Indie Beauty, Vegan Fashion Week and a Farmers Market every Wednesday.

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*www.fashionmarketnorcal.com*

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*info@kindomshop.com*

*eveline@emblemshowroom.com*

*kim@mediaplaygroundpr.com*

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*http://libertyfairs.com*

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*www.sheandsky.com*

**Products and Services:** She + Sky is a women's wholesale apparel company located in the heart of the Fashion District in downtown Los Angeles. Fashion is a visual representation of your personal individuality, and we design our clothes with that in mind. Our line ranges from

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## Showroom Five 21 /Bariano/ Lumier by Bariano

127 E. Ninth St., Ste. 600, Los Angeles, CA 90015  
(213) 438-0521

Fax: (213) 438-0522

Contact: Vishaka Lama

*Vishaka@showroomfive21.com*

**Products and Services:** Bariano is a Melbourne-based designer dedicated to being at the forefront of global fashion trends. Escape into a world of glamour, femininity, and elegance. Our first flagship store was unveiled on Melbourne's Chapel Street in 2006, and we have since opened five more stores across Melbourne's fashion precincts. Bariano and Lumier by Bariano, a sister company that features more-casual day-to-night pieces at a lower price point, are now also stocked internationally. The brands have been distributed in the U.S., Canada, and Mexico by Showroom Five 21 (Vishaka Lama) @ The New Mart for over 6 years. They can be seen in over 500 boutiques including Bloomingdales, Lulus.com, Modcloth.com, Bostonproper.com, Fashionnova.com, Freepeople, and Simmons.

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**Products and Services:** Established in 1994, Hana Financial is a specialized nonbank financial institution that offers factoring, asset-based lending, SBA lending, home mortgage banking, investment banking, wealth management, and insurance services. Hana Financial evolved from a local startup serving a niche market of Southern California to a top 10 factor in the U.S. and a member of Factors Chain International, with offices in Los Angeles and New York.

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(212) 575-4415

Contact: John La Lota, Division President

Fax: (212) 575-3439

*jlaleta@snb.com*

*www.snb.com*

**Products and Services:** Sterling National Bank offers clients a full range of depository and cash-management services plus a broad portfolio of financing solutions—including working capital lines, accounts receivable and inventory financing, factoring, trade financing, payroll funding and processing, equipment leasing and financing, commercial and residential mortgages, and mortgage warehouse lines of credit. Sterling is well-known for its high-tech, hands-on approach to customer service and a special focus on serving the business community.

## White Oak Commercial Finance

555 West 5th Street, Suite 3380

Los Angeles, CA 90013

Contact: Gino Clark

Phone: (213) 226-5201

Fax: (213) 226-5374

*www.whiteoaksf.com*

**Products and Services:** White Oak Commercial Finance, LLC (WOCF),

formerly Capital Business Credit/Capital Factors, is a global financial products and services company providing credit facilities to middle-market companies between \$1 million and \$30 million. WOCF's solutions include asset-based lending, full-service factoring, invoice discounting, supply-chain financing, inventory financing, U.S. import/export financing, trade credit-risk management, account-receivables management, and credit and collections support. WOCF is an affiliate of White Oak Global Advisors, LLC, and its institutional clients. More information can be found at our website.

## Made in America Clover and Cobbler

7765 Leona Avenue

Van Nuys, CA 91405

(818) 767-2045

*hello@cloverandcobbler.com*

*www.cloverandcobbler.com*

**Products and Services:** Clover & Cobbler is a Los Angeles-based footwear factory bringing a fresh perspective to the industry. As a female owned-and-led company, Clover & Cobbler breathes the life of a new generation into a centuries-old craft, while honoring the legacy of the artisans who got them there. They manufacture for both small and large private label clients in women's, men's, and kids. They offer prototype/sample development, and full-line production. Additionally, their 20,000 square foot facility offers the opportunity for vertical production, making all lasts and components in-house.

## D.O.H.P. Sustainable T-Shirts

29835 Cantera Drive

Hayward, CA 94544

(510) 754-8523

Contact: David Galindo

*david@dohp.com*

IG: @d\_o\_h\_p

*https://dohp.com/*

**Products and Services:** Decorate Our Home Planet is a men's green streetwear company that seeks to redefine the term "sustainable apparel." We use Earth-friendly materials in the construction of all of our garments, such as recycled plastic bottles, recycled cotton, and organic hemp, all while maintaining a high standard of design, comfort, and durability. D.O.H.P. strives to keep our entire supply chain local because we believe that American workers' well-being is just as important as the environment. In addition, D.O.H.P. plants three trees for every garment manufactured as a means of giving back to the planet. We've partnered with tree-planting, non-profit organizations that have the knowledge, ability, and resources to plant more efficiently and effectively than we would on our own. At our website, [www.dohp.com](http://www.dohp.com), one can find where we've planted, how many we've planted, and a link to our non-profit partners. We believe that one day when we're all gone, it will be our children who will take over and care for the soil—thus our name, Decorate Our Home Planet.

## Los Angeles Apparel

1020 E. 59th Street

Los Angeles, CA 90001

(213) 275-3120

*Info@losangelesapparel.net*

*WWW.LOSANGELESAPPAREL.NET*

**Products and Services:** Founded by Dov Charney, Los Angeles Apparel is a vertically integrated manufacturer of T-shirts, sweatshirts, and bodysuits produced in South Central, Los Angeles, operating with over 400 employees in a 10,000 square foot factory where millions of garments are made. We are proud to be located in Los Angeles where our experienced and dedicated workers earn the highest living wages in the country. Some of our innovations include thicker, heavy jerseys and a durable 14 oz. heavy fleece, all made of 100% US grown cotton. We also have an extensive garment dye program with over 25 stock colors and can dye to match any color. We use the finest technology that allows us to produce rapidly and expedite turnover rates with quality unmatched by offshore producers of apparel.

## Swim and Active Curve Expo

*eurovet.com/en/*

**Products and Services:** Curve is the only show in North America solely dedicated to intimate apparel, sleepwear, and swimwear. The Curve Las Vegas show is produced by Eurovet Americas, a Eurovet company. The show will be held Aug. 12–14 at the Las Vegas Convention Center.

## Outdoor Retailer

*www.outdoorretailer.com*

**Products and Services:** Outdoor Retailer brings together manufacturers, buyers, advocates, and media as the leading growth vehicle for the outdoor industry. Stores from around the world come to shop the largest collection of innovative gear, apparel, footwear, and accessories for the outdoor and lifestyle markets. Outdoor Retailer also provides and promotes retailer education, advocacy, responsibility, and critical face-to-face business initiatives within the outdoor industry. Consistently named among Trade Show News Network's 25 fastest-growing trade shows by attendance, Outdoor Retailer connects approximately 50,000 attendees on a semi-annual basis for its Summer and Winter Market shows and thousands more through its year-round online resources and platforms. Outdoor Retailer Winter Market will be held in Denver, Nov. 5–7.

## Surf Expo

*www.surfexpo.com*

**Products and Services:** Surf Expo is the largest and longest-running watersports and beach/resort/lifestyle trade show in the

world. Produced annually in January and September, the show draws buyers from specialty stores, major chains, resorts, cruise lines, and beach-rental companies across the U.S., the Caribbean, Central and South America, and around the world. The show features more than 2,500 booths of hard goods, apparel, and accessories and a full lineup of special events including fashion shows, annual awards ceremonies, and demos. The next show is Sept. 5–7 in West Concourse, Fla.

## Supply Chain

### Cinergy Textiles Inc.

1422 Griffith Ave.

Los Angeles, CA 90021

(213) 748-4400

Fax: (213) 748-3400

*cinergytextiles@aol.com*

*www.cinergytextiles.com*

**Products and Services:** For over 25 years, Cinergy Textiles has been specializing in stock and order-based programs consisting of hundreds of solid and novelty knits, wovens, and linings. Our product line provides piece goods for all apparel markets, including children's, juniors, contemporary, activewear, uniforms, and special occasions. Our fabrics are imported from Asia and stocked in Los Angeles. We have a one-roll stock minimum. Orders are generally processed on the same day and ship out within one or two business days, depending on the size of the order and availability of the particular style ordered.

## ITL – Intelligent Label Solutions

21 W. 46th St., Ste. 1102

New York, NY 10036

Mobile: (917) 208 8984

Laura O'Brien Donath, Account Executive-ITL Inc.

*lauraobriendonath@itl-group.com*

*www.itl-group.com*

**Products and Services:** With a 40-year track record, ITL specializes in enhancing your brand image and helping you share essential information about your products. Whether you are a retailer, brand owner or garment manufacturer, our integrated range of products and solutions are designed to support your needs throughout the supply chain and ensure that whatever you need from your labels, you can count on us to make it happen.

## Kornit Digital

480 S Dean Street

Englewood, NJ 07088

Contact: Isaiah Jackson

(201) 608-5750

*Kdam-info@kornit.com*

*www.Kornit.com*

**Products and Services:** Kornit Digital is the leading provider for digital textile printing solutions. Kornit's innovative printing technology enables businesses to succeed in web-to-print, on-demand, and mass customization concepts. We offer a complete line of direct-to-garment printing solutions that range from commercial to mass production level. Offices in Europe, Asia, and North America.

## Pontex SPA

*Letizia@pontexspa.it*

*Sergio@pontexspa.it*

*www.pontexspa.it*

**Products and Services:** For fall and winter collections, Pontex SPA skillfully weaves together yarns of cotton and silk into finished fabrics with soft and warm handfeels. For spring and summer, the Modena, Italy–based company produces extreme light weights and soft handfeels from cotton and silk, textured chiffons and organzas. Clients from around the world use Pontex fabrics in everything from dresses, loungewear, shirting, pants and jackets. Visit us at: Munich Fabric Start 9/3-5, Premiere Vision Paris 9/17-19, LA Textile 10/2-4

## Progressive Label Inc.

2545 Yates Ave.

Commerce, CA 90040

(323) 415-9770

Fax: (323) 415-9771

*info@progressivelabel.com*

*www.progressivelabel.com*

**Products and Services:** Progressive Label is dedicated to helping companies develop and showcase their brand identity. From logo labels and hangtags to care/content labels and price tickets, we will develop, produce, and distribute your trim items worldwide. We specialize in producing custom products that will meet your design and merchandising needs. We successfully launched production of RFID price tickets last year. This demand is being greatly driven by the big retailers such as Macy's and Target. Our growth and market dynamics have resulted in opening up a production center in Tijuana, Mexico. We have also added advanced die cutter technology in our Los Angeles production center to streamline our production efforts and to strengthen our packaging capabilities. A very important part of our business is FLASHTRAK, our online ordering system for price tickets, custom products and care labels. Our mission is to deliver high-quality products at competitive prices, wherever they are needed for production. We understand the rush nature of this industry and strive to meet the tight deadlines facing our customers.

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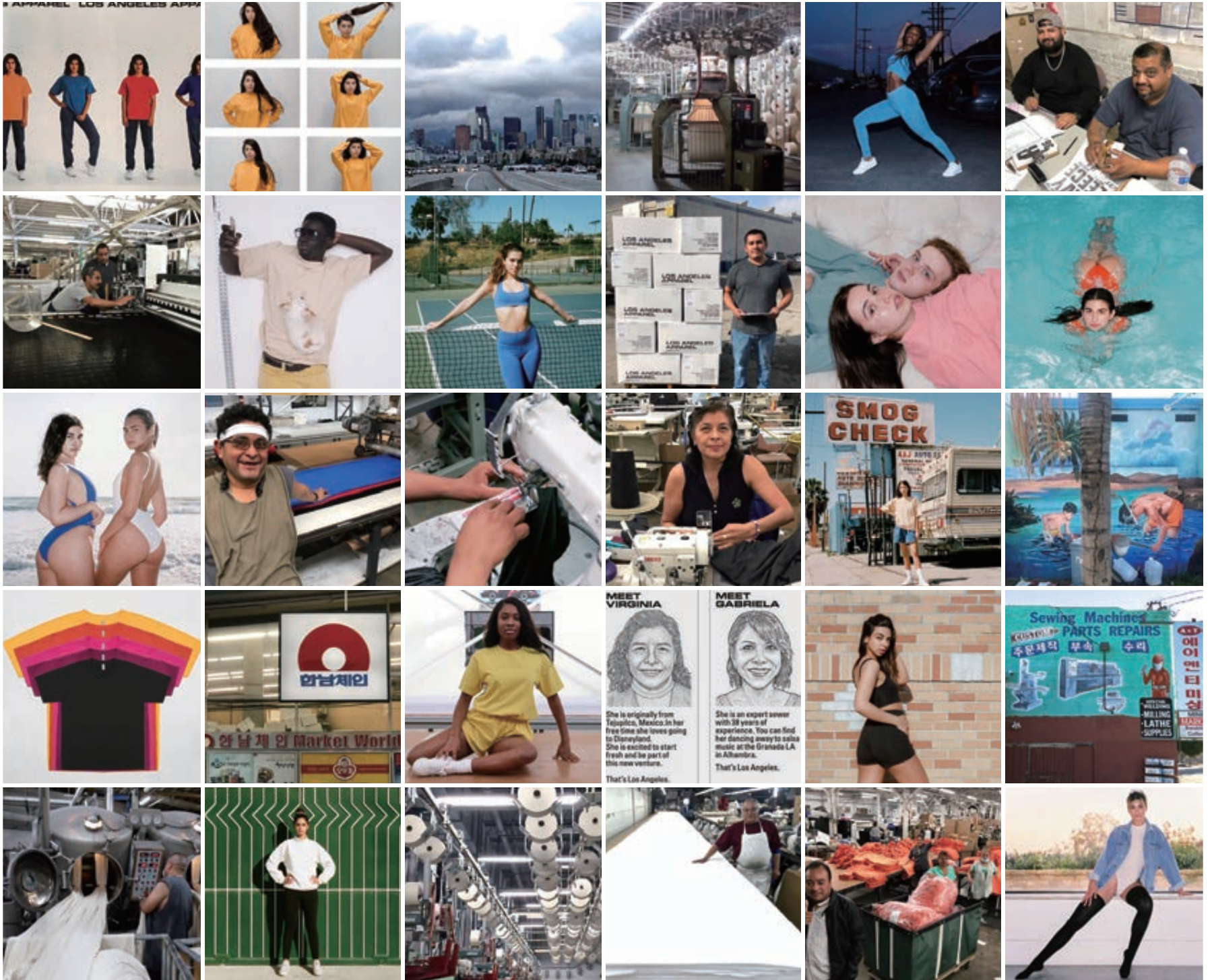
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