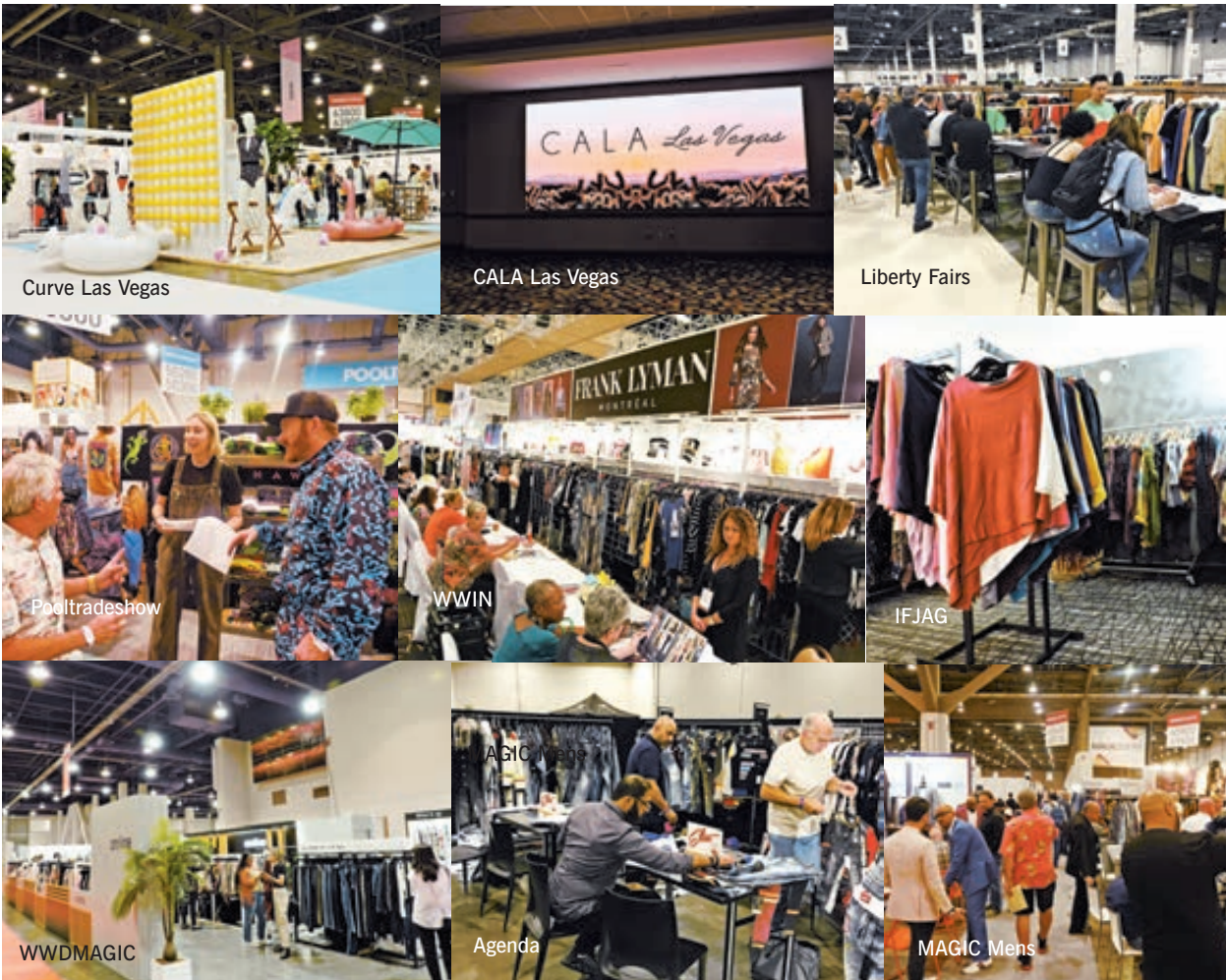


# CALIFORNIA Apparel News

THE VOICE OF THE INDUSTRY FOR 74 YEARS

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TRADE SHOW REPORT

## Established Las Vegas Trade Shows on the Move While a Newcomer Offers an Alternative

By Andrew Asch and Dorothy Crouch

The summer 2019 editions of the Las Vegas trade shows welcomed newcomers, revealed show consolidation and saw certain events return to old locations as buyers searched for Fall, Holiday and Spring 2020.

The **Informa Markets MAGIC** events were produced under one roof at the **Las Vegas Convention Center** Aug. 11-14, but this new layout will not last. For the Feb. 5-7, 2020, shows, **MAGIC** will move to the **Mandalay Bay Convention Center** but return to the Las Vegas Convention Center for the August 2020 events.

News of a big move also came from **WWIN | Womenswear**

➔ Las Vegas page 3

RETAIL

## What's Checking in Long Beach: Boutique-ing for the Boom

By Andrew Asch Retail Editor

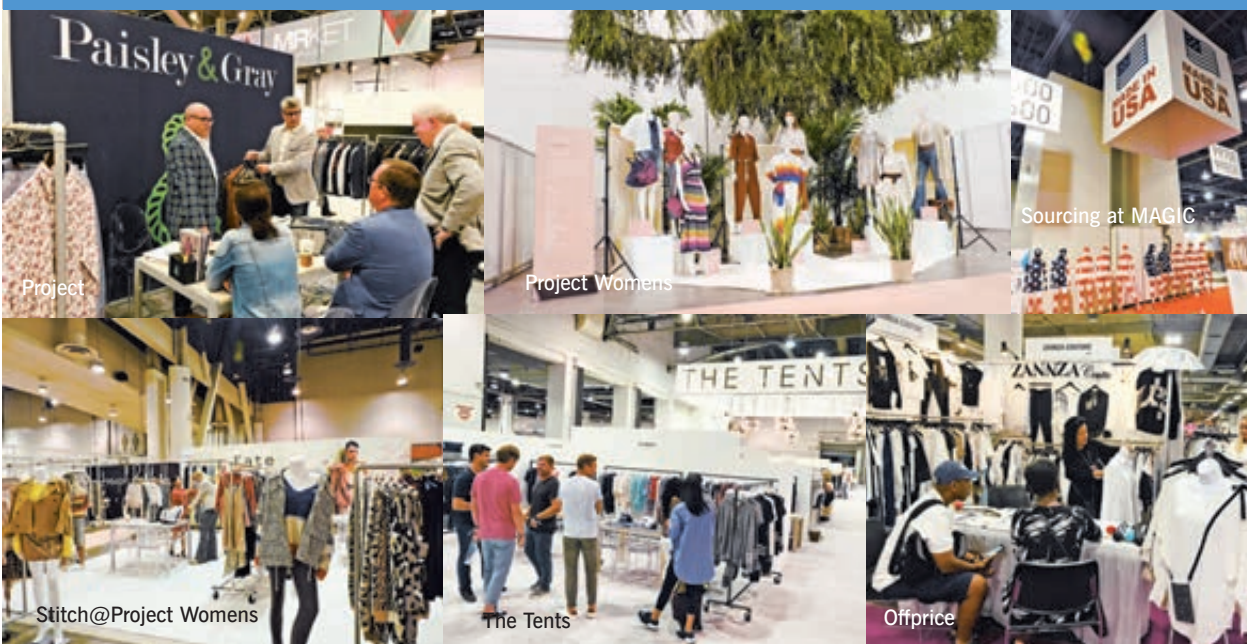
Approximately 25 miles south of Los Angeles, Long Beach, Calif., has been experiencing an uptick in construction that will remake the town, which is the seventh largest city in the state.

A keystone of the Long Beach revival is a new civic center that was unveiled on June 30. The \$520-million project replaced the old city hall and will provide new offices for the **Port of Long Beach**. Parts of this sprawling new development, which are currently under construction, will include a hotel, residences and retail additions to the civic-center area.

➔ What's Checking page 6

# MAKING MOVES IN VEGAS

After traveling to Las Vegas for the August 2019 trade shows, exhibitors, buyers and apparel-industry insiders discussed trends, while event producers announced major news regarding moving to new locations in 2020.



## INSIDE

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



Steve Madden acquires BB Dakota ... p. 2

Authentic Brands receives investment ... p. 2

Department store struggles ... p. 2

Gap Inc.'s VPPA ... p. 4

## Steve Madden Acquires BB Dakota

After a 14-year run as an independent young-contemporary label, **BB Dakota**, headquartered in Costa Mesa, Calif., announced Aug. 13 that it was acquired by the footwear-and-accessories company **Steve Madden**.

The Long Island City, N.Y.-headquartered Steve Madden did not disclose the amount paid to acquire the young-contemporary label. However, it did say that the privately held BB Dakota enjoyed net sales of \$43 million in a 12-month period that ended on June 30. BB Dakota founder and Chief Executive Officer Gloria Brandes will continue to lead the brand.

Edward Rosenfeld, chairman and chief executive officer of Steve Madden, said that BB Dakota would be a vehicle to help his company expand into the apparel category.

"We are pleased to complete the acquisition of BB Dakota, an apparel company known for its consistently on-trend designs," he said in a statement.

Brandes, said that the acquisition would help her brand grow.

"Steve Madden and BB Dakota have a unique synergy in that they are both product-driven companies whose brands have maintained a longstanding appeal with the consumer due to superior product and accessible pricing," Brandes said in a statement. "We are tremendously

excited by the dynamic partnership that will serve to jump-start the Steve Madden apparel segment of this strong company, and we take full opportunity for growth."

Steve Madden picked up another company a day before the BB Dakota announcement. On Aug. 12, Steve Madden announced that it acquired the privately held **Greats Brand, Inc.** for an undisclosed amount. The Brooklyn, N.Y.-headquartered brand launched in 2014 and manufactures premium sneakers in Italy.

Steve Madden sells footwear and accessories for the brands Steve Madden, **Dolce Vita**, **Betsey Johnson**, **Blondo**, **Report**, **Brian Atwood**, **Cejon**, **Mad Love** and **Big Love**. Steve Madden is also a licensee of brands including **Anne Klein**, **Kate Spade**, **Superga** and **DKNY** and also operates 224 retail stores and six e-commerce shops, according to a company statement.

In 2005, Brandes started BB Dakota, and by 2007 she had tripled its business, selling the brand in 5,000 stores. In a 2007 interview with *California Apparel News*, Brandes said that she found a unique niche for her brand, revealing that it offered upscale styling at a competitive price. "We [are] not as juniors in product as other juniors brands, and we [are] priced better than contemporary," said Brandes.—*Andrew Asch*

## Macy's Misses Forecasts Amid a Period of Department-Store Woes

**Macy's Inc.** earnings disappointed Aug. 14, when the retail giant missed Wall Street forecasts and lowered its earnings-per-share guidance for fiscal 2019.

Fashion misses and tariffs were blamed for slow sales during the second quarter of the Cincinnati, Ohio-headquartered Macy's 2019 fiscal year. For this quarter, the prominent department store reported an uptick of 0.3 percent in its same-store sales. The company's net sales for the quarter were more than \$5.5 billion, while it reaffirmed its previously provided annual sales guidance, which will range from flat to 1 percent.

However, the retailer lowered its diluted EPS by \$.20, to a guidance of \$2.85 to \$3.05, said Jeff Gennette, Macy's Inc.'s chairman and chief executive officer. Macy's stores stumbled because of a slow start to the quarter, which caused the company to finish below expectations.

"Rising inventory levels became a challenge based on a combination of factors: a fashion miss in our key women's sportswear private brands, slow sell-through of warm-weather apparel and the accelerated decline in international tourism," he said. "We took markdowns to clear the excess Spring inventory and are entering the Fall season with the right inventory to meet anticipated customer demand."

There was a bit of good news, too. Macy's digital business posted its 40th consecutive quarter of double-digit growth, he said.

The expansion of Macy's off-price **Backstage** stores is also contributing to good sales in the company's bricks-and-mortar locations.

The news came at a tough time for the department-store market. Influential department-store

**Barneys New York** filed for Chapter 11 bankruptcy on Aug. 6. On Aug. 15, Plano, Texas-based **J. C. Penney Company Inc.** announced results for its second quarter of its 2019 fiscal year. Same-store sales declined 9 percent. Jill Soltau, J. C. Penney's chief executive officer, pledged to revive the retail giant.

"We are laser-focused on two parallel paths," she said in a statement. "One is building a framework to reestablish the practices needed to strengthen the day-to-day operations of our business. Concurrently, we are developing differentiating, transformational initiatives. The journey we are on will restore health back to our company."

While department stores are suffering, the **U.S. Department of Commerce** reported an uptick in retail trade sales for the month of July. On Aug. 15, it reported that July retail trade sales increased 0.6 percent from June 2019 and 3.4 percent compared to the same time the previous year.—*A.A.*

## Authentic Brands Group Receives an \$875-Million Investment

The **Authentic Brands Group** acquired the Costa Mesa, Calif., **Volcom** label and media property *Sports Illustrated* respectively in April and May of this year. It also owns brands and licenses including **Nautica**, **Vince Camuto**, **Nine West**, **Hervé Leger**, **Aeropostale**, **Frederick's of Hollywood**, **Juicy Couture**, **Elvis Presley**, **Marilyn Monroe** and **Muhammad Ali**.

The company's portfolio of 50 brands makes \$10 billion in annual worldwide revenue, according to a company statement.

Investors must like what they see. On Aug. 11, investment-management company **BlackRock, Inc.**'s Long Term Private Capital fund invested \$875 million in the Authentic Brands Group.

"ABG is an innovator in the licensing and branding industry," said Colm Lanigan, a senior manager of the Long Term Private Capital team. "They've established this company as a leader in the licensing industry by successfully capitalizing on trends and continuing to innovate in the evolving consumer space."

Jamie Salter, ABG's chairman and chief executive officer, said that the investment would be used to build his organization and further develop domestic and international growth. ABG looks to have a foot in every market, according to a company statement. Its portfolio spans the luxury, specialty and mid-tier retail channels in both e-commerce and bricks and mortar.

—*A.A.*

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### Calendar

#### Aug. 18

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

**Atlanta Shoe Market**  
Cobb Galleria Centre  
Atlanta  
Through Aug. 20

#### Aug. 19

**Apparel Textile Sourcing Canada**  
International Centre and Toronto Congress Centre  
Toronto  
Through Aug. 21

#### Aug. 21

**Dallas Apparel & Accessories Market**  
Dallas Market Center  
Dallas  
Through Aug. 24

**Fashion Industry Gallery (FIG) Holiday Resort**  
1807 Ross Ave.  
Dallas  
Through Aug. 23

#### Aug. 22

**Active Collective New York**  
Metropolitan Pavilion  
New York  
Through Aug. 23

#### Aug. 23

**Denver Apparel & Accessories Market**  
Denver Merchandise Mart  
Denver  
Through Aug. 26

#### Aug. 27

**DG Expo Fabric & Trim Show**  
Chicago  
Palmer House Hilton Hotel

Chicago  
Through Aug. 28

#### Sept. 5

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

**Imprinted Sportswear Show**  
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](http://ApparelNews.net/events).

Submissions to the calendar should be emailed to the Calendar Editor at [calendar@apparelnews.net](mailto: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.

Las Vegas *Continued from page 1*

in Nevada, which ran Aug. 12–15 at the **Rio All-Suite Hotel & Convention Center**. During next summer’s Aug. 17–20 edition, show producer **Clarion UX** will host the event at the **Caesars Forum Conference Center**, which will open in 2020.

Following one season in downtown Las Vegas, **Agenda** and **Liberty Fairs** returned to the Strip producing shows at the **Sands Expo Center** Aug. 12–14, while in a different area of the convention site the **Offprice** event lured bargain-hunting buyers Aug. 10–13.

For its first Las Vegas edition, which ran Aug. 12–13, the **CALA** show entered the Vegas trade-show circuit at the **Hard Rock Hotel & Casino**, providing an intimate, business-focused environment for buyers.

Committed to its own model of bringing together buyers and lines in a more relaxed space, **IFJAG** produced its show at the **Embassy Suites Las Vegas** Aug. 10–13.

**Familiar space at Liberty Fairs and Agenda**

Agenda unveiled its Agenda Style Lounge, where prominent stylists Darryl Brown, Sattra San and Julian “Milli” Doster produced displays of significant trends in streetwear, said Robert Weinstein, vice president of marketing for **ReedPOP West**, the parent company of Agenda.

Liberty saw the return of some veteran vendors such as **AG**, **Hudson** and **Karl Lagerfeld** along with some debuts of brands new to the show such as **Scotch & Soda**, **Bldwn**, **Vince** and **Denham**, said Sharifa Murdock, a show partner.

**Building relationships at Sourcing at MAGIC**

Surf-and-skate retailer **Sun Diego**’s Eric Steddom, who manages the Vista, Calif., company’s private label, marketing and e-commerce, used **Sourcing at MAGIC** to meet with established partners and find new supply-chain connections. The potential threat of additional tariffs on imports from China was on Steddom’s mind but will not immediately affect his sourcing.

“It’s a concern and something we’re keeping an eye on,” he said. “We want to make sure that it will not make or break us.”

**Immediates and Holiday at WWDMAGIC**

With many buyers moving from Fall into more-festive garments, **WWDMAGIC** provided opportunities for bright Holiday pieces, but some buyers couldn’t resist filling in.

Shopping the show floor from Windsor, Colo., **Coast to Coast Styles** President Caroline Walker placed orders for Fall bohemian chic-style pieces under \$30 wholesale for her female clientele ages 18 to 75.

“I was looking for Holiday and Spring but fell into buying Immediates,” she said. “Cropped and flowy designs are trending. I am looking for oversized sweaters with a little bit of shape.”

**MAGIC Mens sees colorful, tailored trends**

Buyers from department stores such as **Macy’s** came to **Magic Mens** for notes on suiting and tuxedos, according to some show vendors, but it was also a place for new shops to scout trends.

Purtis Johnson II and La Tanya Johnson, principals from the recently launched Houston-based retailer **Allen Johnson Formalwear**, said that they would mix tech-enabled retail with traditional customer service. La Tanya said that men’s suiting and tuxes are becoming bolder. “Guys are getting bolder with colors,” she said. “There are more patterns and plaids. There are a lot of florals.” Also on the trend horizon are matching sneakers and tuxes.

**Women’s brands move into men’s at The Tents**

At **The Tents**, retailer Randy Brewer of **Aiken**, a group of four stores in the San Francisco Bay Area, said that he



InMocean booth at Curve



Cult of Individuality booth at Liberty Fairs

preferred the previous arrangement where **Project** and **The Tents** were located in the Mandalay Bay Convention Center.

“I didn’t have to go through all of these people and all of these different shows,” Brewer said.

Making a debut at **The Tents** was **Sarah Pacini Man**, said Marcel LaFrance, the line’s brand manager. The Canadian womenswear line **Sarah Pacini** released this new line of high-end styles for men, which includes knits.

**Growth for Project**

The various shows produced this week marked new milestones and announced new vendors.

Project marked the one-year anniversary of **Project N:OW**. With a focus on streetwear, Project N:OW was unveiled with 17 vendors in August 2018.

During the most recent Project, it grew to 80 brands, which included established labels such as **Champion** as well as emerging brands such as **Dumbgood**, said Jason Peskin, a brand director for Informa Markets’ men’s fashion shows.

**Picking trends at Project Women’s**

During her first time at **Project Women’s**, e-commerce brand **Glitz N Garb**’s founder, Teri Lee, was visiting from Clinton, Md., hoping to find colorful stripes, jumpsuits and sweaters with a metallic appearance that were priced at a wholesale cost of \$10–\$15.

“I am trying to get ready for Fall and looking at Spring, but I’m not ready to buy yet for that season,” she said. “The show is a great networking opportunity. They give a lot of insight.”

**Stitch@Project Women’s provides quality garments**

Walking the floor during **Stitch@Project Women’s**, Marie Frederick of **The Goodnature Store, Inc.** in Garner, Iowa, was searching for Immediates to fill in Fall inventory, in addition to Spring 2020. While she focuses on style and quality, Frederick searched for pieces that wholesale between \$30 and \$40 for shirts and \$40–\$50 for jeans.

“For Spring, we’re going for hot pink and yellow and looking for skorts in lightweight poly fabric,” she said. “**Lulu B** has the skort figured out. We just bought **Nygaard Slims**—they have pants figured out.”

**Buyers expand inventory at Curve Las Vegas**

Buyers from the **Serenity Springs Spa**, located at Coarsegold, Calif.’s **Chukchansi Gold Resort & Casino**, are regular MAGIC attendees, but Curve Las Vegas provided an opportunity to grow their retail reach. Looking for a \$30 wholesale price point, Grayce Rodriguez wanted to expand her business.

“We’re looking at one-piece styles with fun, bright, neon colors,” she said. “Attached to our spa is a pool, so we thought we should expand.”

**Pooltradeshow has new debuts**

New vendor debuts were seen across the trade shows. **Gecko Hawaii** was popular in the 1980s and 1990s, and it

made a comeback at Pool. It had not exhibited at a trade show in a decade, said Derek Sciacqua, a partner in the brand.

Putting all of the Informa shows under one roof gave these vendors new opportunities. Jason Hallock, owner of the **Goodie Two Sleeves** and **Dirty Cotton Scoundrels** brands, exhibited at Pool and was happy with the single location.

“I like the openness of the new plan. I like the way they put it together,” he said. “We got a boost from the high-end shows.”

**Creating intimacy at CALA**

Promising an intimate atmosphere to drive business, CALA attracted exhibitors such as downtown Los Angeles’ **Arlene Henry Sales**, which was selling the **Staples made in USA** and **Yauvan** lines, and saw new accounts.

Shopping at the booth, John Kiskaddon and Terry Kiskaddon of the Lafayette, Calif.–based **Harper Greer** searched for dresses and pieces with unique prints, mentioning that hunter green was trending.

“It’s refreshing because we can concentrate on the vendors that we have worked with before in a less harried atmosphere,” said John.

**Adding bargains at Offprice**

The Offprice show celebrated its 50th show in Las Vegas with a 1990s-themed party, said Tricia Barglof, the new chief executive officer of the **Tarsus Group**, the parent company of Offprice.

With a 17-year career with Tarsus, Barglof has helped produce other Offprice shows, but this event was the first one she helmed. Former chief executive officer Stephen Krogulski will continue working with Tarsus and focus on business development for the show.

**WWIN on the move**

More than 420 exhibitors displayed their lines at WWIN during the August 2019 edition, said Marketing Director Suzanne Pruitt. Even though the show has been produced at the Rio All-Suites Hotel & Convention Center for 20 years, it is scheduled to move to the Caesars Forum Conference Center in August 2020.

Located east of the strip, the \$375-million convention center will be linked by bridges to **Harrah’s**, **LINQ** and the **LINQ Promenade**, which are on the Las Vegas Strip. The new development is scheduled to open in 2020, according to a Caesars statement.

**Showroom-style suites at IFJAG**

After attending the **International Fashion Jewelry & Accessories Group**, or IFJAG, for many years, Melinda Taddeo of **Designer Details** was visiting from Mission Viejo, Calif., searching for bohemian-chic and designer looks at an ideal wholesale price point of \$10–\$13 per dozen.

“It’s all condensed and easy,” she said. “Every retailer is looking for the hot new item. Exhibitors work with you here.” ●



Tulip Bee at WWDMAGIC



Otis College of Art and Design Student Showcase for Sourcing at MAGIC



Arlene Henry Sales at CALA



GAP

## Gap Announces Renewable-Energy Partnership With New Sustainability Goals

By Dorothy Crouch *Managing Editor*

In an effort to increase its commitment to adopting more-sustainable operating strategies, **Gap Inc.** announced that it has partnered with **Enel Green Power North America**, a segment of the Rome-based renewable-energy firm Enel Green Power. Through the 90-megawatt wind-power virtual power purchase agreement, the San Francisco garment manufacturer says the step will help it reach its 2020 sustainability goals and set additional eco-friendly initiatives.

“We have a responsibility to reduce our climate impact. For Gap Inc., being a part of the climate solution means making strategic investments in clean-energy generation,” Art Peck, president and chief executive officer of Gap Inc. said in a statement. “Today we have secured a path to achieving our 2020 goal, but we must do more. I’m proud to commit to renewable energy for 100 percent of our stores, headquarters and distribution centers globally by 2030.”

With more than 3,300 stores around the globe, the apparel company is often limited regarding its energy sources due to management by building landlords from whom it leases retail space. The purchase of wind power from Enel Green Power will allow Gap Inc. to contribute to generating renewable energy that is the equivalent of more than 1,500 retail stores.

Over 12 years, Gap Inc. will source renewable wind energy from Enel Green Power North America, which will build the Aurora Wind Project, located in North Dakota. Anticipated to be in operation by the latter part of 2020, Aurora will have the capacity to generate approximately 1.3 terawatt hours annually. It will aid in the reduction of nearly

880,000 tons of CO<sub>2</sub> each year.

During the selection and negotiation process regarding how to move closer to its sustainable goals and establish new initiatives, Gap Inc. consulted with **Schneider Electric Energy & Sustainability Services**, a sustainable-energy-planning company headquartered in Louisville, Ky.

“We ran a rigorous RFP process with Schneider Electric and reviewed hundreds of project proposals from dozens of developers,” said Wilson Griffin, senior manager of sustainable innovation for Gap Inc. “We wanted to work with a reputable and experienced developer that had a project that met our business and sustainability impact requirements.”

Through this VPPA, the apparel company is buying renewable energy that will contribute to the larger electric grid to make a sustainable impact despite its retail stores’ reliance on traditional power. The clean power generated through the initiative allows Gap Inc. to reduce the impact of supplying energy to its stores, headquarter offices and distribution centers by half, which will be the annual equivalent of eliminating the effects of 60,000 passenger cars.

News of Gap Inc.’s VPPA comes on the verge of its 50th anniversary of the first store opening on Ocean Avenue in San Francisco, during August of 1969. From its early days the company has attempted to contribute to the greater good, with the launch of the nonprofit charitable branch—the Gap Foundation—in 1977, the release of its first corporate social-responsibility report in 2004 and the introduction of goods to support HIV-AIDS-awareness through Product (Red) in 2006.



GAP

The Gap Store on Ocean Avenue in San Francisco, circa 1969.

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Continued from page 1

In addition to the civic center, the retail development **Long Beach Exchange** was unveiled in 2018. Located by the Long Beach airport, the 26-acre retail development includes a **T.J. Maxx** and a **Nordstrom Rack**. An outdoor shopping center, **2nd + PCH**, is scheduled to open in the fall of 2019. The open-air retail center will house an **Urban Outfitters** and a **Free People**, according to the retail center's website.

Along with the new developments, Long Beach also is the home of boutique neighborhoods such as Retro Row, which is anchored by the independent cinema **Art Theater**. There's also 2nd street on Belmont Shore, which has been a mix of independent

shops and nationally known specialty shops, while the East Village Arts District offers restaurants, bars, art galleries and independent fashion boutiques.

The developments will bring in new people, but it will remain a place with its own identity, said Katie Hectus. She owns the boutique **And Then LB** and is a member of a local family with deep retail roots in Long Beach. Her great grandfather ran a tuxedo shop in the Bixby Knolls neighborhood where she currently runs her business.

"We're not Los Angeles. We're not Orange County," she said. "It's a big city, but it feels like a small town. It's such a unique place to live."



From left, slip dress by Etophé, And Then LB interior, Katie Hectus.

**And Then LB**

3803 Atlantic Ave.  
www.sisterlb.com

Katie Hectus opened **And Then LB**, formerly called **Sister LB**, in 2017 with a vision of designing the more than 2,000-square-foot space to serve as something of a department store. Different rooms in the shop would serve as home, gift or apparel sections. She also wanted her shop to serve as a point of difference.

"Before I opened, boutiques in Long Beach were predominately bohemian," she said. "It's a very specific kind of look. I

wanted something with more of a mix."

But with apparel, there's no getting around bohemian in Long Beach, where vintage boutiques are a big deal. Big sellers are vintage tie-dye T-shirts, which Hectus gets from a rag house. After she and her staff wash the shirts, they are sold at **And Then LB** for \$34.

Another big seller for Hectus is her satin slipdresses. A top-selling brand making them is Los Angeles label **Etophé**, and they retail for \$64. Tops with puff sleeves from Etophé are also big sellers, as are puff-sleeve tops from the Los Angeles brand **Cotton Candy**. Retail price points for these styles range from \$40 to \$48.

**Prism Boutique**

406 Termino Ave.  
www.prismboutique.com

In 2013, Dayna Mance opened her **Prism Boutique** in a 650-square-foot space on Termino Avenue in Belmont Heights, which is adjacent to the prominent Belmont Shores section of Long Beach. Then she took over adjacent storefronts, and currently Prism measures 2,000 square feet. The shop has been remodeled a couple of times into a space that Mance described as having a lot of natural light, with white walls, and a lot of plants.

"The products bring a lot of color to it," Mance said. "It is always evolving with what is in fashion."

Top-selling items include high-waisted denim from the **Rollas** label, an Australian brand whose Everworn Blue Original straight jean retails for \$99.

Orange County, Calif.-headquartered brand **Amuse Society's** Allegra blouses have been popular at Prism, with retail

pricing set at \$56. The floral prints come in black and gold, and they bring out a soft, feminine look, Mance said.

Customers are also buying up **Mate the Label** brand's Logan button-up shirt, which retails for \$148. "It's an easy button-up, with short sleeves and one pocket," Mance said. "It's something you'd wear every summer."

Since opening the first Prism location, Dayna Mance has opened a second location and is celebrating the first anniversary of that store in **The Lab** specialty center in Costa Mesa, Calif.



From left, Prism Boutique interior, Mate the Label Logan shirt center.

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**Don't forget** to save the date for STYLE Bangkok, Asia's most comprehensive trade fair, to be held from 17 to 21 October 2019 at BITEC (Bangna, Bangkok). For more information, please visit [www.stylebangkokfair.com](http://www.stylebangkokfair.com) or contact the Department of International Trade Promotion call center 1169



www.stylebangkokfair.com

## RETAIL



PORT AND POLYMER

From top to bottom, Port interior, Port soccer jersey, Polymer

### Port

402 St. Louis Ave.  
www.portlb.com

Jim Leatherman started his career in marketing and selling footwear and clothes for action-sports brands. In 2011, he opened **Port** in Long Beach's Retro Row district to sell a clothing brand of the same name as his footwear line, **Broken Homme**, which he founded with Josh Johnson. They also looked for clothes with a distinct Long Beach flavor.

"We were very focused on hyperlocal product that goes to our community," Leatherman said. "It also resonates with people outside the community."

Case in point: One of Port's top-selling items is a twill baseball cap that bears the felt letters "LB," for Long Beach. The caps retail for \$39, said Anthony Fernandez, who works in Port's product development and in its bricks-and-mortar shop.

"It has a cult following," Fernandez said of the caps. "It's a way to keep representing the city when you are traveling."

Other popular items are Port T-shirts, which honor Long Beach's history. The brand's Souvenir Map tee features graphics of oil derricks, which bear testimony to the Long Beach oil boom of the 1920s.

There also are \$28 T-shirts to honor Long Beach's architectural past, specifically the mid-20th-century architecture known as the Case Study homes, which were built in Long Beach by influential architect Edward Killingsworth.

T-shirts aren't the only hot item at Port. Short-sleeve, button-down woven shirts from the Long Beach-headquartered brand **Polymer** are available for \$58, while denim pants from Encinitas, Calif., **Lone Flag** retail for \$148.

- **ButterScotch**
- 509 E. Broadway
- www.butterscotchlb.com

Tommy Kerns, the owner and founder of **ButterScotch**, said that some might consider items in his 2-year-old shop pricy, but the inspiration for the shop's name comes from the anticipation of saving up and waiting a while to get something.

"Every piece in the shop could be a butterscotch or another treat," Kerns said.

ButterScotch has West Coast—and even worldwide—exclusives on some of the most popular items in the shop, which is located in Long Beach's East Village Arts District.

Popular items include collaboration pieces made by Kerns, **Left Field NYC** and leather-jacket label **Vanson**, which is based in Fall River, Mass.

The Left Field NYC x ButterScotch x Vanson Commando S jacket retails for \$975. The biker jacket features unique dead-stock fabric in the lining. A sold-out version of the jacket, the Aloha commando, featured lining made from dead-stock Aloha fabrics.

Motorcycle culture is a theme of the 1,000-square-foot shop. Along with biker jackets, T-shirts and jeans are popular items. The Greaser jean from Left Field has been popular, attracting customers with a straight-leg jean and slight taper. Reminiscent of jeans made in the 1950s, the Greasers are made from different kinds of high-end denim fabrics such as textiles from **Cone Mills**. Retail price points for the jeans range from \$125 to \$220.

ButterScotch-brand tees, which include blank styles with a pocket, retail for \$35, and designs bearing the graphic of the shop retail for \$40.



Clockwise from top left, ButterScotch exterior, Vanson Commando S jacket, ButterScotch interior, Leftfield NYC

ANDREW ASCH

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**SURF REPORT**



Clockwise from top left, Kai Lenny; Mark Christy, Dianna Cohen and Jeff Bridges; Waterman's scene; Mark Richards and Tom Holbrock

AWARD PHOTOS: HILLENMAN; SCENE PHOTO: ANDREW ASCH

## Surf Chiefs Challenged to Be More Eco Conscious at the Waterman's Fund-raiser

Supporting environmentalism is the main goal of **Waterman's**, which is the annual fund-raiser produced by the **Surf Industry Manufacturers Association**. The Aliso Viejo, Calif.-based trade group aimed to put together \$250,000 this year for a range of ocean-focused environmental groups.

But the surf-brand chiefs assembled at the 30th Annual SIMA Waterman's at **The Ranch** at Laguna Beach, Calif., Aug. 3 received a striking challenge from Dianna Cohen. The co-founder and chief executive officer of the **Plastic Pollution Coalition** was honored with the Environmentalist of the Year award to recognize her efforts to help rid the world of single-use plastics. Recently, the United Nations released a dystopian forecast, which revealed that by 2050 there will be more plastics in the oceans than fish.

"You guys are the people who can really drive the change," Cohen told a cheering crowd, which included **Hurley** brand founder Bob Hurley and Paul Naudé, founder of the **Vissla** brand and president of the **SIMA Environmental Fund**, which spearheads the fund-raising for Waterman's.

"Your companies can create the change," Cohen continued. "You really need to take the lead. The Surf Industry Manufacturers Association needs to step up. Your livelihoods and the health of the planet, the health of people and animals and the oceans depend on it."

Actor Jeff Bridges made a surprise appearance at Waterman's in order to introduce Cohen and present her with the surfboard-shaped trophy.

Cohen said she co-founded the coalition in 2009 to help tell the world how plastic pollution was devastating the oceans. The group has been successful, with organizations as diverse as the **Girl Scouts** and the **Teamsters** joining the coalition to help rid the world of single-use plastics.

With all these gains made by the coalition, Cohen also noted the challenges faced when attempting to shift the methods used to address plastic pollution. Countries such as China, the Philippines and Malaysia have made headlines in the past year by refusing to accept and destroy plastic waste from the United States, Canada and Western Europe. "We got to stop thinking that we're going to recycle our way out of it. We're not," Cohen said of the plastics-pollution crisis.

Cohen's remarks came as a rare challenge at the annual event, which in the past has maintained an atmosphere of a lighthearted industry get-together rather than an activists' meeting.

The comments were delivered at a time when more surf brands are adopting sustainable-manufacturing practices. In the

past, surf brands have been criticized for paying lip service to sustainability. One big issue was that surfboards had been manufactured out of materials that contain toxic chemicals. In the past decade, companies such as **Firewire Surfboards** have introduced boards constructed out of sustainable materials, while apparel brands such as **Volcom**, **Outerknown** and **Vissla** have embraced sustainable-manufacturing practices for their clothing.

SIMA will be rolling out a few sustainability initiatives of its own. On Aug. 22, it will produce a talk called "Sustainability in Our Industry: Moving Beyond Recycled," which will take place at the headquarters of the **Vans** brand in Costa Mesa, Calif. The event will be open to the public, with tickets available at a cost of \$65 to nonmembers.

The group's Business Sustainability Alliance also will soon introduce two initiatives to help make their members better environmental citizens, said Sean Smith, SIMA's executive director. One is to recommend that SIMA members stop publishing print catalogs. Members spend \$5 million on printing the catalogs, which requires 540 tons of wood to produce and generates 2.43 million pounds of carbon dioxide—the most significant greenhouse gas in the Earth's atmosphere, according to information collected by SIMA. The trade group will recommend members publish digital catalogs.

SIMA is also starting a campaign to reduce plastics in the surf-apparel business. Like other apparel businesses, surfwear brands ship garments to retailers in plastic poly bags. While poly bags keep garments clean, the industrywide practice creates considerable plastic pollution. SIMA hopes to eventually cut single-use poly bags in its market, Smith said.

Waterman's has raised almost \$9 million for environmental groups over its three decades of environmental philanthropy. The 2019 SIMA Environmental Fund grant recipients included the research and advocacy group **5 Gyres Institute**, which also is a founding member of the Plastic Pollution Coalition. Other recipients were the **Assateague Coastal Trust**, **Clean Ocean Action**, **Heal the Bay**, the **North Shore Community Land Trust** and the **Ocean Institute**.

Also honored during the Waterman's event was surf luminary Mark Richards. The four-time world surfing champion was presented with a Lifetime Achievement award. Kai Lenny was honored with the Waterman's of the Year award. "I've been surfing since I was 4 years old," said Lenny. "I probably still have not gotten the wave of my life." The 26-year-old is known for being a man for all water sports, including big-wave riding and windsurfing.—*Andrew Asch*



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THE REALREAL

# In Its Annual Resale Report, The RealReal Reveals New Leaders and Generational Trends

By Dorothy Crouch *Managing Editor*

Tracking trends in luxury resale, this week San Francisco-headquartered reseller **The RealReal** released its 2019 Resale Report. Collecting sales and demand data based on the habits of millions of shoppers, the report revealed the top luxury brands in resale, generational trends in high-end secondhand goods and the emerging labels that are rising within the segment.

**Gucci** and **Louis Vuitton** were the top two on the list for The RealReal's top-10 most-searched brands, with a lead of more than 225 percent over **Chanel**, the brand that occupies the no. 3 spot. While demand for Gucci had increased 78 percent and stands in the no. 1 spot among men and women, it was **Balenciaga** whose no. 10 place was most impressive as the brand rose in search frequency, securing a place on the list for the first time.

Archlight sneaker; Gucci's collaboration with the legendary Dapper Dan and its Ghost line; and Balenciaga's Triple S sneaker as prime examples of how these brands have been able to secure an important place in the minds of shoppers.

Sustainability has been a large driver of consumer attraction to resale, according to the report. Responses by 82 percent of customers cited sustainability as a key driver to shop the resale site, while 56 percent of consignors mentioned eco responsibility as an important factor when consigning goods.

While 32 percent of customers cited replacing fast fashion with resold luxury goods as the reason they shop The RealReal, Skoda believes that the declining desire for adhering to seasonal trends also drives customers to shop the resale market. The report identifies year-over-year growth within macro trends, such as an increase of 544 percent in mini bags, 378 percent for hair clips, 364 percent in tie-dye goods, 358 percent in neon garments, 162 percent for blazers, 112 percent for cardigans, 111 percent in sheer pieces and 107 percent in PVC-based items.

Often bypassed in favor of Generation Z and Baby Boomers, Generation X also made an impact on the resale market, according to the report.

"Now that streetwear has become so readily available, Gen X is looking to step up their game by mixing street style with luxury pieces," said Sean Conway, senior sneaker and streetwear expert at The RealReal. "Gen Xers grew up during the birth of hip hop, street art, graffiti and skate culture. It's that sense of nostalgia that plays a major role in recent streetwear demand growth."

A 281 percent rise in the demand for streetwear was attributed to Gen X, Millennials and women. As Generation X rises through the professional ranks, thereby securing greater buying power, they are bringing a more casual yet polished style to the corporate setting.

"You're having this customer who is in the office and they want to be relevant and want to connect with the younger generation that is becoming important," explained Skoda. "There is a shift into more-casual outfitting."

## All Eyes On Gucci

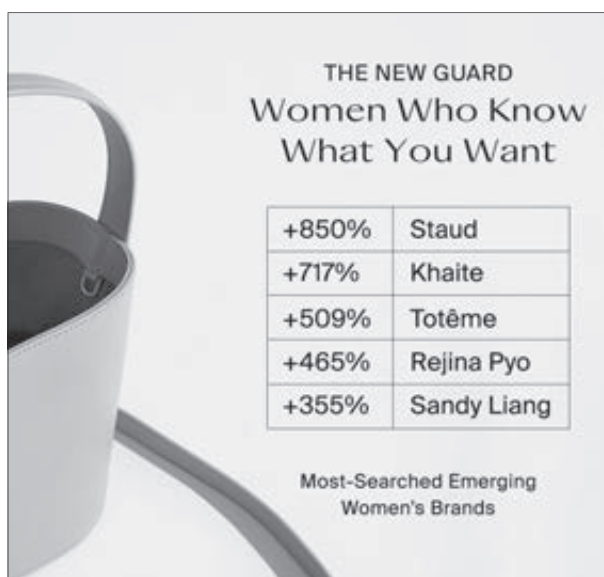
1	Gucci
2	Louis Vuitton
3	Chanel
4	Prada
5	Hermès
6	Fendi
7	Christian Dior
8	Valentino
9	Christian Louboutin
10	Balenciaga

THE REALREAL

Sasha Skoda, category director for women's at The RealReal, feels that these top-10 trends can be attributed to the brands bringing on board visionaries who helped the heritage labels rebrand their creative directions.

"Gucci, Balenciaga and Louis Vuitton have been able to rebrand themselves, bringing on new creative directors. Balenciaga brought in Demna Gvasalia, Louis Vuitton brought in Virgil Abloh in men's, and Gucci brought in Alessandro Michele," she said "They all reimagined the brands in ways that speak to the Millennial and Gen Z customer base in a way they previously have not."

In addition to incorporating these fresh perspectives on luxury to reach a new generation of consumers, the brands have engaged in collaborations and product releases that speak to these customers. Skoda specifically cited Louis Vuitton's partnerships with **Supreme**, Takashi Murakami and its LV



By choosing quality vintage pieces from different eras, consumers are creating their own unique, more personalized styles. There has also been a rise in emerging luxury brands, with **Staud** and **Khaite** securing the top two places for "Most-Searched Emerging Women's Brands," standing at 850 percent and 717 percent growth, respectively.

"We hit a saturation point where every influencer was wearing the same thing on the same day. We're getting to a place where people want a sense of personal style again. It allows a wider breadth of brands to exist. There is a customer for everything," said Skoda. "The rise of shopping resale lends itself to that. You're no longer beholden to shop trends that are on a particular season's runway."



This shift is also important as more women shop men's streetwear. As they seek more gender-neutral goods with which they can make a statement, female consumers clocked a 95 percent year-over-year increase in purchasing men's streetwear pieces. Among Millennials, streetwear demand searches increased year over year by 237 percent, according to The RealReal.

"We're going to start to see new things happening," said Skoda. "[Particularly] with these brands that have been able to tap into the Gen Z and Millennial base with these archival products and reimagining logos." ●

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