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LUXE ON THE BEACH

For her Autumn/Winter 2019 collection, surf royalty Heidi Merrick included swim pieces that would be appropriate for diving into the surf or hosting a chic California-style beach party.

For more looks, see page 8.

HANNAH FAITH LORD

TRADE SHOW REPORT

Buyers Value Show Experiences in Las Vegas, See Brand and Show Debuts

By Dorothy Crouch *Managing Editor*

During **Informa Markets'** Las Vegas shows, hosted Aug. 11-14, buyers shopped **WWD**MAGIC, **Sourcing at MAGIC**, **Curve**, **Project**, **Project Womens**, **Stitch @ Project Womens**, **MAGIC Mens**, **The Tents** and **Pooltradeshow**. Held at the **Las Vegas Convention Center**, the events will return to the **Mandalay Bay Convention Center** Feb. 4-7, 2020.

At **WWIN | Women's Wear In Nevada**, hosted at the **Rio All-Suites Hotel & Convention Center**, buyers sought contemporary womenswear during the Aug. 12-15 show.

Returning to the **Sands Expo & Convention Center** Aug. 12-14, **Agenda** saw an array of brand debuts, while **Liberty Fairs** produced its contemporary men's event concurrently. Also onsite at the Sands was **Offprice**, which ran Aug. 10-13.

Las Vegas newcomer **CALA** took place Aug. 12-13 at the **Hard Rock Hotel & Casino**, while across the street at the **Embassy Suites Las Vegas**, **IFJAG** hosted its jewelry-and-accessories show during an Aug. 10-13 run.

Turn to pages 3, 4, 6, 7 and 9 for full Las Vegas coverage.

TRADE SHOW REPORT

At FMNC, Attendees Enjoy Comfort and Get Excited About Spring

By Dorothy Crouch *Managing Editor*

Held Aug. 18-20 at the **San Mateo County Event Center** in San Mateo, Calif., **Fashion Market Northern California** saw buyers placing orders for **Immediates**, **Holiday** and into **Spring 2020**.

"A big draw is Spring," FMNC Executive Director Mary Taft said. "You have to write your business—especially for European lines. You can't wait for October."

Echoing this sentiment was **Erin Mavis** owner Erin Turko from Cloverdale, Calif., in Sonoma County, who attends all FMNC shows and was shopping for her customers, who range in age from their late 20s to more than 70 years old.

"This show was important because most of my Spring and Summer lines were breaking," she said. "My favorite thing

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Where fashion gets down to businessSM



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Vuori Recieves \$45-Million Investment

Encinitas, Calif.—headquartered athleticwear brand **Vuori** recently announced a \$45-million investment from **Norwest Venture Partners**, said Joe Kudla, Vuori's founder and chief executive officer.

Jon Kossow, Norwest's managing partner, will join Vuori's board of directors and gain a minority stake in the 4-year-old athletic brand. Kudla said that his brand will use the capital to invest in growth—"hiring, expanding marketing efforts, inventory and investing more heavily in vertical retail," he listed as some of Vuori's upcoming initiatives.

When Kudla participated in a wide range of sports and activities, such as surfing and yoga, he wanted to wear something that felt as good in the yoga studio as in the water. His search for performance clothes that would work with many sports was the inspiration for the brand.

Vuori currently runs three bricks-and-mortars, which include an Encinitas flagship as well as stores in Manhattan Beach, Calif., and Malibu, Calif. Vuori also is sold in **Nordstrom**, **REI** and **Backcountry** stores.

Styles include boardshorts, pants and tops for men and women, including the bestselling **Kore Short**, which retails for \$68. The **Kore short** features four-way stretch fabric and



Joe Kudla of Vuori

design elements such as a supportive-boxer brief-style liner.

Kossow said that he is a customer of the brand. "As devoted customers, it was apparent to us that Vuori had built versatile products with tremendous energy and soul," Kossow said in a statement. "This is exactly the type of positive brand experience we search for in our consumer investments, and we look forward to supporting Joe and the team as they continue to bring new products to market and delight their customers."

Norwest's portfolio also includes the brands **Birdies**, **Casper Sleep**, **Grove Collaborative**, **Jolyn**, **Kendra Scott**, **Madison Reed** and **Topo Athletic**.

—Andrew Asch

GOAT Enters Into Bergdorf Goodman Partnership

The high-end Los Angeles-headquartered sneaker-resale market **GOAT** announced Aug. 21 a partnership with one of New York's most luxe department stores—**Bergdorf Goodman**.

As part of the partnership, GOAT developed a section at Bergdorf Goodman's Men's store on Manhattan's Fifth Avenue, said Bruce Pask, men's fashion director at the department store. The section was unveiled on Aug. 21.

"Sneakers and athletic-driven sportswear have been a leading component of the designer-and-luxury menswear world, and we see this influence continuing to be very important," Pask said in a statement. "GOAT is an innovator and leader in the resale space with an elevated aesthetic, peerless expertise, and a focus on customer experience and service—aspects that we absolutely share—making this a perfectly suited partnership and an exciting new experience that our customers can only find at BG."

The announcement is a confirmation of how big the market for footwear and high-end sneaker resale is getting, said Daishin Sugano, the GOAT Group's co-founder and chief procurement officer.

"Retail and resale are just at the beginning of their convergence, and, as the global



Kanye West x Louis Vuitton Jasper sneakers at GOAT

demand for streetwear increases, we will continue to see its influence in the luxury market," Sugano said in a statement. "Collaborating with Bergdorf Goodman, the iconic luxury retailer, exemplifies the endless possibilities in the industry."

The global athletic-footwear market is forecast to reach \$95.14 billion by 2025, according to the San Francisco-headquartered **Grand View Research, Inc.** The value and the possibilities for the resale market for high-end sneakers seems to be skyrocketing. Earlier this year, **Foot Locker** invested \$100 million in GOAT. **StockX**, another high-end-sneaker reseller closed a \$110 million Series X funding round on June 26. The Detroit-based StockX then hired former **eBay** executive Scott Cutler as its new chief executive officer. —A.A.

TRADE SHOW REPORT

FMNC *Continued from page 1*

is the consistency of lines and reps. At a lot of other shows, you never know if a line will return or if you can write. [At FMNC], I can book my appointments and know I will see the lines I want to see every time I go."

First time is a charm

Exhibiting at FMNC for the first time since she began representing the Denmark-based luxury jewelry line **Monies** several years ago, sales representative Joyce Williams decided to exhibit at the show after a recommendation from exhibitors **Banana Blue** and Edda Jockisch of **Curate International Collections NYC**.

"The show is a completely manageable, encouraging atmosphere," she said. "This was worth a trip, and it opened me up to new stores that I didn't know."

First-time attendee Camille Depedrini said she would also return after she headed up from her Pasadena, Calif., shop **Camille** to see Edda Jockisch for the **Elemente Clemente** and **Itor** lines. In addition to meeting with this established partner, Depedrini discovered new lines.

"I found two new lines—**Dance in Paris** and **Blue Sky** from Oregon," she said. "I took notes and was happy about finding them because **Blue Sky** doesn't show anywhere else. It's a small line geared to the Pacific Northwest."

Searching for pieces priced between \$60 and \$80 wholesale, Depedrini felt that encountering the lines in a setting different from **Los Angeles Market Week** and the Las Vegas trade shows was helpful. She bought for 2020 with a few **Immediates** for accessories.

"It's a very easy show to do," she said. "It's the smallest out of the five shows, and it's a pleasant atmosphere in which to buy. The way it's laid out in one room makes it simple."

Noticing trends in color, Depedrini mentioned that yellow tones had an enormous presence for Spring, particularly with mustard continuing to trend and acid greens growing in popularity.



Jamie Prince booth

Dependable without distractions

Visiting the show from Oklahoma City, Okla., Jeanette Koenig of **Route 66** shopped for her clientele, who range in age from teenagers shopping for prom to women over 100 years old. In business for 30 years, Koenig has attended FMNC for approximately six years. As a veteran, she realizes the arduous task retailers face to find the appropriate lines to suit their clientele.

"People can buy ordinary stuff anywhere. I like to have items that you wouldn't expect to see. I am at the point in my business that I'm going to smaller and more-special labels," she said. "There isn't a lot of repetition. You see something unique in each booth. It's a beautifully curated show throughout all price ranges."

While Kathy Jeter of Petaluma, Calif.-based **Ethical Clothing** wasn't searching for particular trends or seasons, she found goods to fill in for Holiday in addition to buying for Spring. As she searched for Spring linens, cottons and silks that wholesale from \$30 to \$100 for her fashionable contemporary clients age 30 and up, Jeter noticed a trend toward cognac colors that yielded a copper or rust appearance.

"During this show, I didn't go in looking for particular things. I like to see what the companies are doing," she said. "I try not to go in with any expectations. I am never disappointed." ●

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An Array of Options Brings in Buyers Ready to Shop at WWD MAGIC

The big **Informa Markets** attraction during the August Las Vegas shows, **WWD MAGIC** saw buyers who wanted to see the latest trends. Hosted at the **Las Vegas Convention Center** Aug. 12–14, buyers were searching for the most popular pieces at reasonable price points.

Showing her company's trend-driven styles, Cristina Ramirez, sales manager at **Lux Los Angeles**, was catering to buyers who were searching for pieces to fill in their Fall inventory with seasonal favorites such as exciting prints, rust, olive, mustard and hues that transition well from summer into autumn such as gray. Her buyers were also moving beyond Fall into more-festive garments. "We also had a lot of reaction to our Holiday in heavy suedes, glitter and satins," she said.

As the owner of Clara City, Minn., **Hex Clothing Company**, Mac Hendrickx wanted to find Fall apparel mainly for women but also a few pieces for children and men. His female clientele ranges in age from 20 to 50, and his wholesale price points run from \$12 to \$23.

"We say that many things are unisex because we don't want to leave anyone out," he said. "Buffalo plaid is really popular in Minnesota, so that is something I gravitate toward."

A first-time attendee, Hendrickx found inspiration at **YMI** and **Hyfve**. While he was excited about muted colors such as green and gray in addition to blush pink, which he felt would carry into Spring, he was searching for lines that would allow him to serve a particular need in sizing.

"In our market, the big thing is plus size because we have a lot of tall clients," he said. "I gravitate toward places that give us that plus-size option."



DJ Millie

At the **Vision** booth, Director of Sales Victoria Lee noted that the Los Angeles brand, which wholesales between \$10.50 and \$30, fulfilled this need.

"We carry everything in regular and plus size," Lee said. "A-line flare, leopard and paisley prints and vertical florals are super popular."

In business since 1989, Susan Castellanos was shopping to stock her Costa Mesa, Calif., shop, **Franco's Boutique**. Her clientele comprises a customer that wants edgy Western apparel, so to satisfy her customers Castellanos wanted quality fabrics at a reasonable price, which would be \$17–\$28 wholesale from the likes of **Judy Blu**, **Flying Monkey**, **Flying Tomato**, **Peach Love**, **THML** and **Andre**.

"We are looking for new companies with new styles. We are leaders, not followers," she said. "It's good to come to WWD MAGIC to see what the new trends are now."

—Dorothy Crouch

Finding Partners Along the Supply Chain at Sourcing at MAGIC

As the major Las Vegas supply-chain show for apparel brands and designers, **Sourcing at MAGIC** ran at the **Las Vegas Convention Center** Aug. 11–14. Bringing together companies that provide apparel manufacturing, textiles, technology and services with the businesses that need these partners, options were available from around the globe to fulfill these needs.

At the booth for **Eclat Textile Co., Ltd.**, Stefan Novak, who manages global sales and marketing for textiles and full garment packaging mentioned that brands were looking for an option other than China.

"They are looking out. Eclat is offshore in Vietnam, where we've been set up with **Lululemon** and **Nike** for seven or eight years," he said. "I don't think a lot of people are looking toward China as a big player anymore."

For the Brea, Calif., factory **AST Sportswear, Inc.**, maker of the **Bayside** label, working quickly to meet customer demand was how the company was bringing in business. Nadir Zulfikar, who manages strategic accounts and brand development, was promoting his company's ability to manufacture pieces quickly within the United States.

"When you go overseas, you are looking at 90 to 120 days, and our minimums are lower," he said. "We saw a lot of online retailers this time and military people who are starting businesses."

One of these new, emerging online busi-

nesses is **District 85**, an e-commerce brand that sells pieces that transition easily from office to after-work engagements. Founder Dominique Jones sees her clientele as professional women ages 25 to 40. Ahead of her December launch, she was looking for supply-chain partners to create quality blazers and pump-style footwear for every size woman.

"When it comes to blazers, I like a range of colors and patterns—from black to gray or polka dots, flowers and animal prints. It's



Stefan Novak of Eclat Textile Co., Ltd.

something you can dress up or down," she explained. "I want something that can speak to every woman, whether she is more conservative and wants the solid power colors or is more fun and freer and prefers to do something funky with prints."—D.C.

Agenda Gets International Surge

After a brief sojourn producing a trade show in downtown Las Vegas, **Agenda** returned to its longtime home Aug. 12–14 at the **Sands Expo & Convention Center**, alongside **Liberty Fairs**.

Upon its return, Agenda cultivated an international delegation of vendors, said Rob Weinstein, marketing vice president for **ReedPOP West**, the parent company of Agenda.

More than 100 brands exhibited at Agenda, including veterans such as the prominent sports-lifestyle brands **Mitchell & Ness**, **Russell Athletic** and **Umbro**. Streetwear labels **Dope**, **Hasta Muerte** and **Bricks & Wood** were also on the scene.

Styles seen at streetwear shows seemed

to have a high-fashion edge, said Jonathan Humphrey, buyer and brand manager for the **Foster** shop and label in Metairie, La.

"Fashion has merged with streetwear," he said. "Pants are big, but they are paired up with fitted shirts. It's more of a runway look."

At streetwear shows, he has seen trends that included chinos, track pants and tactical vests made from materials such as denim. There is no Kevlar in the fashion tactical vests as they are designed to accommodate a person who doesn't carry around a bag. "They have multiple pockets," Humphrey said.

A number of brands—international and California based—made their debuts during the show.

French brand **Mouty Paris** made its Agenda debut, where it exhibited father-and-son streetwear looks. Indonesian brands also had a presence, with **Koolastuffa** showing street and casual styles with a folk twist, while **Niion** showed handbags and accessories. Mexican streetwear brand **Hermanos Koumori** also unveiled its styles at the show.

San Francisco–headquartered **Riccetti Clothing**, a streetwear brand designed by Jenni Riccetti, who appeared on Season 15 of "Project Runway," made its Agenda debut. Independent Los Angeles brand **Rojas** also exhibited at Agenda. Networking opportunities were good at the show, said label owner Freddie Rojas.



Starter Black Label booth

"It's an important market if you are an independent designer," Rojas said.

—Andrew Asch

Liberty Fairs Returns to the Sands

For its Aug. 12–14 run, the **Liberty Fairs** trade show returned to its long-term space at the **Sands Expo & Convention Center** after producing its February 2019 show in downtown Las Vegas.

Liberty partner Sharifa Murdock said that the contemporary men's show's upcoming Las Vegas shows will be produced at the Sands. After talk of a permanent address, much of the conversation was about change. "The industry is changing," Murdock said. "As trade shows, we need to be more collaborative. We need to make it as easy as possible to do business."



Billionaire Boys Club booth

Currently, trade shows collaborate on scheduling shows at the same time. Murdock pitched ideas such as improving car service between competing shows and perhaps offering a one-stop registration for all Vegas shows.

Vendors also brainstormed on ways to change the trade-show formula. Danny Kurtzman and Ryan Mark displayed their **Ezekiel** and **Alday** brands at Liberty. They said that all of the trade shows need to figure out better ways to showcase and include digital business. "The missing piece for all of these shows is direct-to-consumer. It is the elephant in the room. No one is talking about it," Kurtzman said.

Traditional trade-show formulas were working for Orin Malatskey of the **Nana**

Judy brand. "Trade shows are like anything else. It's all about preparation," he said. Major retailers such as **Bloomingdale's** and **Urban Outfitters** came through the show, he said.

Also shopping at the show was influential retailer Lisa Kline, who currently works as a retail consultant for the **Shutters on the Beach** hotel in Santa Monica, Calif., as well as other stores and brands. She ran an influential group of self-named **Lisa Kline** stores that closed in 2011.

Kline said that accessories were trending at the show and she was impressed by headwear brands **John Hatter & Co.** and **Recapitate**. "Men have a lot more to choose from," she said of the current shopping landscape.

—A.A.

Gap Inc.'s Second-Quarter Comps Down

Retail giant **Gap Inc.** announced results for its second fiscal quarter 2019 on Aug. 22. Its net sales were \$4 billion, but its comparable same-store sales declined 4 percent, said Art Peck, president and chief executive officer of Gap Inc.

"We are operating in a challenging environment, but I remain confident in the strength of our brands and our plans for the future as we work to launch two independent public companies," said Peck.

In February, Gap made news when it announced that it planned to spin off its **Old Navy** division into a separate public company. "Heading into the second half of the year, we remain highly focused on inventory and expense discipline to improve results as well as delivering exceptional product supported by powerful marketing to drive customer engagement," said Peck.

During the second quarter, same-store sales for Gap's **Old Navy Global** division declined 5 percent. For the **Gap Global** division, which is focused on the Gap

brand, same-store sales declined 7 percent. Comparable sales for its **Banana Republic Global** division declined 3 percent.

The announcement came during a week of some mixed earnings announcements for other public specialty retailers and department stores. **Urban Outfitters Inc.** announced Aug. 20 that its same-store sales declined 3 percent during its second quarter 2019. **Macy's Inc.** missed Wall Street forecasts when its same-store sales dipped 0.3 percent earlier this month. But **Target Corp.** gave the retail market a shot of confidence Aug. 21 when it announced a same-store sales increase of 3.4 percent for its second quarter earnings.

Retailers are waiting to see if the important back-to-school season will lift retailers' fortunes for the second half of 2019, said Jeff Van Sinderen, an equity analyst for the Los Angeles-headquartered **B. Riley FBR**.

"Overall, the consumer continues to be positive," he said. "It's a robust environment when you combine bricks-and-mortar and e-commerce."—*Andrew Asch*

Outdoor Retailer Merges Winter Market and Snow Shows

Outdoor Retailer announced Aug. 21 that it will merge its trade shows **Winter Market** and **Snow Show**.

The combined show will be called **Outdoor + Snow Show** and is scheduled to run Jan. 29–31 in Denver. Outdoor Retailer canceled the Winter Market show, which was scheduled to be produced in November, according to a statement from Marisa Nicholson, Outdoor Retailer's senior vice president and show director. The statement was emailed to exhibitors and regular attendees.

"While we believe that the winter season deserves a true launch event for winter businesses, the priority is to bring outdoor and snow brands and buyers together in one place," Nicholson said. "And the overwhelming sentiment is for that event to be in January."

Outdoor Retailer made the decision to merge the Winter Market and Snow Show with the **Outdoor Industry Association**. Outdoor Retailer also consulted other brands and retailers through surveys and informal talks. This merger comes a couple of years after another consolidation of trade shows for

the winter-sports sets.

In May 2017, Outdoor Retailer owner **Emerald Expositions LLC** acquired Snow Show. Nick Sargent, who was then president of the **Snow Sports Industry America**, said that merging the trade shows would help the industry.

"For quite some time the industry has asked to merge the shows," he said in a 2017 statement. "A consolidated trade show not only helps reduce the stress on our industry but also provides a platform that offers more impact for our members to do business while delivering a greater ROI."

Since then, trade-show dates have been shifted around, according to a statement from Nicholson.

"When we positioned Winter Market at the front of the buying season, it was in response to our community," Nicholson said. "Through ongoing feedback, it has become clear that one combined winter show in January will best support brands, retailers and reps, leading to greater value for all in attendance."—*A.A.*

CALA Draws In Buyers and Brands With Las Vegas Debut in a Comfortable Atmosphere

At the **Hard Rock Hotel & Casino**, **CALA Las Vegas** made its debut with a show that ran Aug. 12–13. With emerging brands and showrooms that afforded a more boutique-style experience, CALA provided a welcoming experience that generated an environment that made shopping easy.

Showcasing Beverly Hills-based, made-in-Italy brand **Queen of Noise** by Ambra Zavatta, representatives at the **Apart** booth felt the new show offered an intimate, business-focused setting. They saw buyers place orders for the collection, which is priced from \$99 to \$210 wholesale.

"I've worked with CALA since they started. Gerry [Murtagh] knows how to do it right, and he makes everything comfortable," Sheila Hill, a representative for the brand, said. "We're the pioneers."

Shopping for her Fredericksburg, Texas, shop, **Haberdashery**, Jill Elliott intended to stop only to see **Tonlé**, the San Francisco brand that is ethically made in Cambodia, yet she was pleasantly surprised by the offerings at the show.

"What was going to be a 20-minute stop turned into two hours, and there are good lines here that people should be aware of," she said. "I anticipated writing one line and leaving, but I wrote three lines from one



Tonlé booth

exhibitor, I wrote **Ronen Chen** and another line from India, and I haven't finished."

While shopping, Elliott felt that pieces wholesaling between \$45 and \$75 could fit her needs for pieces that she could sell at approximately \$200 retail.

"In Texas, fabrication is important. People will still wear cotton and linen throughout winter and layer it with a cool sweater," she said. "I don't do trendy, but I like things that will be in your closet for a long time. I am always looking at interesting shapes, textures, prints, and I want things that you can mix and match and layer that will evolve throughout the seasons."—*Dorothy Crouch*

Buyers Look to Manufacturers to Uncover Accessories Trends at IFJAG

Starting ahead of the Las Vegas trade-show pack, **IFJAG**—the International Fashion Jewelry & Accessories Group—hosted its event at the **Embassy Suites Las Vegas** Aug. 10–13. A showcase of accessories and jewelry, the event brought together buyers and manufacturers in a marketplace atmosphere where each exhibitor conducted business from individual hotel suites.

Searching for delicate pieces to suit their customers, who range in age from 24 to 35, **Azil Boutique's** owner, Liza Anongchanya, and buyer Tatiana Taylor were visiting from San Francisco. With two bricks-and-mortar locations and an online presence, Anongchanya attended IFJAG for the first time in February and asked Taylor to accompany her during this edition.

The pair noticed trends in Lucite hoops, belt bracelets, scrunchies and clips. While shopping at IFJAG, they were looking for pieces that ranged from \$2 to \$5 wholesale. They placed orders for styles that would not only satisfy their current clientele but would also allow them to gauge their customers' response to their expansion into more-fashion pieces.

"We normally don't do fashion costume jewelry; we offer more sterling silver," explained Anongchanya. "At the beginning of this year, late last year, we just started to



try more costume jewelry. Since we started experimenting, some customers don't care about the materials."

Showcasing goods that included dainty pieces in sterling silver and stainless steel, Jeff Sobel, sales and marketing director at New York-based **Millenx Accessories, LLC**, advised manufacturers to set the trends as he believes buyers will follow. Sobel was able to navigate rising costs within the industry after a bit of planning.

"Sterling has gone up 15 percent to 20 percent, but we are able to hold the price lines because we've factored in a 20 percent bubble on that," he said. "We already knew it was going to go up and bought a ton of silver early."—*D.C.*

Calendar

Aug. 23

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

Aug. 27

DG Expo Fabric & Trim Show
Palmer House Hilton Hotel
Chicago
Through Aug. 28

Sept. 3

Munich Fabric Start
München Order Center
Munich
Through Sept. 5

Sept. 5

Imprinted Sportswear Show
Orange County Convention Center
Orlando, Fla.
Through Sept. 7

Surf Expo
Orange County Convention Center
Orlando, Fla.

Through Sept. 7

New York Fashion Week powered by Art Hearts Fashion
Angel Orensanz Event Space
New York
Through Sept. 8

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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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TRADE SHOW REPORT

Business Steady at WWIN

While buyers were searching for Fall and Spring at the **WWIN | Women's Wear In Nevada** show, which ran Aug. 12–15 at the **Rio All-Suites Hotel & Convention Center** in Las Vegas, the big news was the event's upcoming move. For its August 17–20, 2020, show, WWIN will move to the **Caesars Forum Conference Center**, which will open next year.

During this August edition of the show, business was good at WWIN, according to exhibitors.

"It was quiet, but the buyers who were at the show were buying," said Eli Pirian, president of the **Baciano** label. He exhibited



The scene at WWIN

his Los Angeles brand's line of sweaters and sweater tops, with wholesale price points ranging from \$30 to \$60.

Michael Ingle, a partner in the San Diego-headquartered **Lyng Designs**, also reported good business. He estimated that his sales grew 50 percent over last August's edition of WWIN. "The show was good, but we could

have used a little more traffic," he said.

Show producers hoped to set the stage for lucrative buyer meetings with the show's Match! Buyer Program, which was introduced in February. Show workers sought to match like-minded buyers with vendors with a tech-enabled matching process, according to Hannah Reagan, WWIN's marketing manager. Vendors pay an undisclosed fee for the Match! program. The show also supplies a no-frills matchmaking app where buyers and vendors can make their own matches without the help of show workers.

Heidi Shubin, co-owner of **Sugardaddy's Boutique** in Bakersfield, Calif., said that the Match! program was worth the cost. "I found two vendors that I would not have seen if I wasn't in Match!," she said. If a buyer liked what he or she saw on the website, the buyer could make a connection to a vendor. Show workers also were available to make face-to-face connections, she said.

Shubin also talked about trends. "The odd colors are back—the purples and the mustards," she said. Tie-dye has been popular, and there's been a surge in cheetah prints. "Year after year, we always have something cheetah, but in early Spring, there has been a lot more of it," she said.

Other programs at the event included Fresh@WWIN, which provided a platform for emerging designers. WWIN also produced seminars such as a social-media and marketing seminar presented by Ilse Metchek, president of the **California Fashion Association**. In the seminar, "Tracking Megatrends 2019," Metchek said creating a compelling social-media experience is crucial for retailers. "You need to follow up with in-store displays depicting what's on **Instagram**," she said. "If you're not doing a shopping cart, at least change your website every month, just like your [store] windows."

—Andrew Asch

Offprice Marks Milestones

During its Aug. 10–13 run at the **Sands Expo & Convention Center**, the **Offprice** show marked its 50th show and 25th year of providing a forum for off-price apparel, which is generally sold for 20 percent to 70 percent off retail.

The show also observed the second season of its newest feature, the Boutique section. In this boldly colored, carpeted area, 44 booths exhibited contemporary and special-occasion clothes at a slightly higher price point.

Tricia Barglof, Offprice's new chief executive officer, was named to her new position a couple of weeks before the Las Vegas show started. She said that there were 415 exhibitors at the recent show. But vendor attendance dipped slightly because of the Jewish holiday of Tisha B'Av, which ran on the first two days of the show. Many Orthodox Jewish vendors did not work on those days.

Retailers such as **Bi-Mart**, **Fleet & Farm** and **Huck Finn Clothes** attended the show along with big off-pricers such as **Citi Trends**, **Bealls** and **Variety Wholesalers**. Vendor Tony Peters, vice president of **Bermo**, headquartered in Schoolcraft, Mich., said that the recent show surpassed his expectations. "It's been a rocking and rolling show. I came in with low expectations. But there was a lot

of pent-up buying," he said. He estimated that his sales doubled from Bermo's business at the August 2018 Offprice. Peters said that half his business was for Immediate orders while the other half was for orders out.

One reason for Bermo's good business was that the vendor worked with a new market. In the past decade, Offprice goods have been harder to source. Brands have become efficient and cut inventories down, which have

meant less goods to sell to Offprice vendors. Also, brands have found big business in making Offprice lines for outlet stores.

Bermo found a new market with promotional clothing, or clothing made for company uniforms. The styles have gone past T-shirts into sportswear, Peters

said. If the outerwear, fleece and polo shirts do not have a company logo on them, they can be sold at an off-price store.

For Gila Leibovitch, co-owner of four specialty shops in Laguna Beach, Calif.—including **The Vault Men**—Offprice was a valuable place to search for Immediate for men's clothing.

"There is not a quality pickup place for men's clothing in Los Angeles," she said. But Offprice gave opportunities to make fill-in orders.—A.A.



The scene at Offprice

Project Sets New Standard

The **Project N:OW** section holds the key to the sprawling **Project** trade show's future, said Lizette Chin, **Informa Markets'** president of men's, who oversees the giant shows.

She said that Project N:OW will set the standard for the entire show, which ran Aug. 12–14 in the mall-sized North Hall of the **Las Vegas Convention Center**.

Project N:OW focuses on limited-edition collections that are at the leading edge of fashion. "N:OW is the future for us," Chin said. "We are going to use the template of N:OW to expand that across our show floor and make this big show feel like a series of small, curated experiences."

The recent Project also saw the introduction of the One Campus organization. For the first time in memory, all Informa shows were put on in one convention center.

Thulani Ngazimbi, founder of **The Rad Black Kids** brand, exhibited at N:OW. He gave high marks to the new setup. "Having everything together at the Las Vegas Convention Center gave us more traffic. Buyers were not exhausted from trekking around from one convention center to the next," he said. For the upcoming February show, Project will move to the **Mandalay Bay Convention Center**. Then it will return to the Las Vegas Convention Center in August, where it will make its home for the next decade, Chin said.

Fred Levine, co-owner of the **M.Fredric** specialty stores, also applauded the One Campus setup. "People hate change," he said. "But the transition seemed smooth."

At the show, Levine noticed some major trends. "Animal is back and bigger than ever—leopard, zebra, snake, any animal print. I thought that it had run its course," he said. "But like tie-dye, it doesn't go away. I saw animal prints from every category, from designer to budget."

Levine also noted that bricks-and-mortar retailers have a lot to worry about with



Blake Harrington of Maui & Sons



Lizette Chin of Informa

much of the attention focused on mounting competition from digital retailers. "Their buying is sharper, they have nailed down returns [policies]," he said. "They're doing a great job. They're turning on more people to online. The only option is to sharpen your game. [Bricks-and-mortar retailers] must sharpen customer service and work with precision buying. You have no room for mistakes."—*Andrew Asch*

MAGIC Mens Mixes Diverse Looks

With 600 booths, **MAGIC Mens** offered a wide range of men's styles ranging from tuxedos to work boots as well as socks bearing graphics of superheroes during its Aug. 12–14 run at the **Las Vegas Convention Center**.

A big topic of conversation during the show was moves to new locations for various different events. **MAGIC Mens** moved to the Las Vegas Convention Center from the **Mandalay Bay Convention Center**, where it ran in February. Along with **Project** and **Informa Markets'** other shows, **MAGIC Mens** will return to the Mandalay in February 2020. In August 2020, it will return to the Las Vegas Convention Center. By that time, the Las Vegas Convention Center will have completed a \$935-million renovation and expansion project. Reactions to moving to the different locations were mixed.

Cesar Lozano of the **David Gonzalez Art** brand said walk-in traffic declined because of all the moving. "People are confused," he said. "We did well because of our loyal customers."

Retailer Alvin Booze, who owns the shop **Estillo** in Baltimore, Md., thought the move to the Las Vegas Convention Center and having all of the Informa shows under one roof was a good idea. "When it was at Mandalay Bay, you had to catch shuttles to other shows," he said. A lot of time was wasted in travel.

Vendors had mixed reactions to show business at **MAGIC Mens** and at the adjacent menswear show **MRket**. Elie Balleh ran a booth for his self-named **Elie**

Balleh label at **MAGIC Mens**. He showed his brand's father-and-son suiting, which offered matching suits for men and boys. He also unveiled a new category of denim pants for his brand. "Everyone was here," Balleh said. Buyers from department stores walked through the show to take notes on new styles. In a few weeks, they would contact brands to make orders, he said.

Jelle van der Zwet of the **Opposuits** brand exhibited at **MRket**. "Overall it was quiet. Traffic declined compared to last year," he said. "Less orders are written at the shows. A lot of people still come. They're checking out what is coming to market."—*A.A*



DGA booth

Boutique at Surf Expo Presents Unique Brands With Unique Perspectives

Retailers looking for unique, higher-end accessories ideal for the beach and coastal customer will find an array of great products and brands in Surf Expo's Boutique section. At the upcoming September show, buyers can browse the aisles filled with eco-friendly, fashion-forward, and innovative products using unconventional materials to set their shops apart from the competition.

Daisy Mae Designs

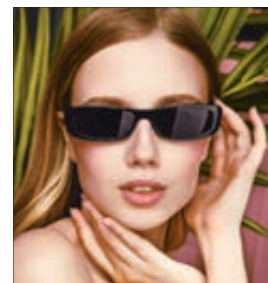
If you are into maps—and who isn't?—Daisy Mae Designs is a must-see Boutique vendor. This Ohio-based designer, who has her own prodigious



stash of maps current and vintage, happily prints and inserts maps on just about anything you can think of. Jewelry, travel mugs, wine stoppers, key chains, phone cases, tote bags, fleece blankets, wall tapestries, tea towels, and clocks are just some of the 17 categories of objects she has on hand. And she would be delighted to customize for any customer, with no additional setup charge, any map on any product, creating "something completely unique for their shop that no one else in town carries." A Surf Expo first-timer and very popular with the coastal boutique crowd, Daisy Mae will be featuring its bestselling pillows printed with vintage maps, which also can be customized with a shop owner's town map—"a great keepsake for customers to take home with them."

Freyrs

Freyrs believes in getting to the point: "Quality sunglasses without paying the extra. Proudly designed in Chicago." For Freyrs, the simple premise is that buying great sunglasses



shouldn't cost a month's rent. The team at Freyrs offers on-trend frames for women and men with high-quality lenses that feature

essential UVA/UVB protection to keep eyes safe but without sacrificing style. There's more. Freyrs also features a selection of premium blue-light glasses that eliminate eyestrain when spending long hours on the computer or cell phone, reducing headaches and aiding sleep. And there's still more—a selection of readers for those who only occasionally need a bit of visual help. Happily ensconced at Boutique, where they are looking to meet more buyers and open new markets, Freyrs will be showcasing a dozen new styles for Spring 2020—"from classic to modern, there will be plenty of styles for every taste."

Turt Sunglasses

Travis and Jamie, Savannah, Georgia, residents and lovers of indigenous and threatened sea turtles, started their online e-commerce site Turt Sunglasses in 2017 specifically to raise money to help save the species.

These eco warriors sell a collection of eco-friendly bamboo sunglasses with striking natural and black bamboo frames. The brand separates itself from the pack with affordable mid-range pricing while still offering the same luxury features of more expensive brands, including polarized lenses, advanced protective coatings, and quality frame craftsmanship. A bonus—they are saltwater-proof and will float should that circumstance arise. Having fielded inquiries from customers asking if they sell in stores, Turt Sunglasses has come to Boutique at Surf Expo with its signature collection seeking "a retail solution that matches with our unique style and brand." It's "not just fashion and function," says Travis, "but also you get to support a great cause that benefits us all." By the way, "Turt" is the name of their rescued freshwater Western Painted Turtle, now safely returned to the wilds of Texas.



Vere

Vere® presents a striking collection of accessories that blend unusual materials with eye-catching style. Fashioned from biodegradable TPU, the "super-durable," nontoxic and antimicrobial material used in the medical industry for surgical-grade tubing, the bags project vivid colors even though they are transparent.

Drawn to Boutique at Surf Expo because it caters to "resorts and eco-minded retailers [that] have been some of our best retailers," the company will unveil its Vere Luxe line, set for Winter 2019. Like all Vere creations, the Luxe line is eco friendly, but these particular bags sport unique metallic prints that are laser-printed and then thermal transferred in a process that does not create any ink or water pollution. Vere's new Carryall Tote holds more than 30 pounds. All the Vere products are sustainable with a five-year lifecycle to biodegrade, which is a major goal of the company. "Sustainability can also look incredibly trendy and make a bold fashion statement."

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

SURF EXPO
www.surfexpo.com



Resource Guide

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.

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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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SURF REPORT

Indulgent Surf-and-Swim Pieces Highlight Heidi Merrick's Autumn/ Winter 2019 Collection

Designing for a client who embraces the California lifestyle, Heidi Merrick created her Autumn/Winter 2019 collection to empower women who take care of business but also enjoy the simple pleasures of life such as the coastal beauty found in the region.

"Beach-and-surf culture has always been my starting point, and I believe it remains heavy in the way I see fashion," she said. "I want to influence the California woman to be brave and not afraid to flex her style and have a dressed look. I paired this idea of a businesswoman with our strong, luxe beachwear, which I think is relatable to the coastal lifestyle."

The Los Angeles-based Merrick is part of a surf-royalty family history. Her parents, Al and Terry, founded **Channel Island Surfboards** in Santa Barbara, Calif., in 1969, which embedded in the designer a strong appreciation for the coastal California experience.

For Autumn/Winter 2019, Merrick has incorporated sequins, silks, cottons and gabardine in addition to utilizing over-dye on wovens. While her stylish Los Angeles-made ready-to-wear designs feature unique cuts and details that offer the wearer a sense of femininity coupled with strength, this collection illustrates an appreciation for the businesswoman who also enjoys exploring nature outside of the office.

"My team at work is very outdoorsy and athletic, but we are proper businesswomen. I wanted to really establish that bridge between the two with our look," Merrick said. "There's an irreverent nature to the [beach-and-surf] culture, but it remains grounded in a nonconformity—being true to your vision, allowing yourself to explore and not pandering to who people think you are is at the heart of my ethos and of the surf culture in general."—*Dorothy Crouch*

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Stitch @ Project Womens Provides Unique Pieces for the Higher End Buyer

As an addition to its parent show, the **Stitch @ Project Womens** event whittled down womenswear offerings into better women's and luxury apparel during its Aug. 12–14 show at the **Las Vegas Convention Center**.

At the **Fate** booth, Victoria Estrada was selling contemporary women's apparel for the Fall season into Holiday for the Los Angeles-based company.

"A lot of people want Holiday," Estrada said. "They want shiny and sparkly pieces for that party coming up."

After launching in July at **Miami SwimShow**, Manhattan Beach, Calif., beach-and-loungewear brand **Golden Sun** brought its designs to Las Vegas. Relying on cashmere pieces and French terry, the brand is producing beachwear, hats and accessories in bright colors. It was important to introduce the line to the buyers at the Las Vegas market, and Ashley Daley, head of sales, reported that attendees were interested in immediates for cashmere tops, which wholesale for \$118, and additional beach-lifestyle pieces.

"We're showing December as our first delivery, and people were disappointed that they couldn't get it earlier," she said.

With an online presence and showroom located in Lorton, Va., **SophistiChic** founder



and Chief Executive Officer Requina Tushelle wanted to forge relationships with new partners and study fresh trends. She placed orders for her clientele, comprising women ages 27 to 40.

"We're entering Fall, but I am also looking for Spring," she said. "I like navy, olive, red and orange for Fall. For Spring, I love blush, you can't go wrong with it for any season. I've been shopping for some Holiday as well in black, white and sparkles."

To refresh her inventory, Tushelle was searching for wholesale price points ranging from \$35 to \$60 but would consider paying more if she received better-quality pieces.

"If it's good quality then it's worth a higher cost," she said. "Also, a lot of exhibitors here are flexible with minimums."

—Dorothy Crouch

Attracting Buyers to Project Womens With Unique Offerings and Timeless Pieces

Boasting emerging and established women's brands, **Project Womens** offered opportunities for buyers to find more-timeless pieces that afford options to customers to invest in them. Held at the **Las Vegas Convention Center** Aug. 12–14, the show attracted buyers from boutique-style shops as well as retailers that think outside the big box.

Textured jackets, plaids, sweaters, coated denim, and camouflage pants and jackets proved successful for Los Angeles-based **Kut from the Kloth**. Shanna Brewer, the label's branded sales manager, was also showing Spring denim that was not only made with a more-sustainable fabric but was also washed in a responsible manner.

"People want easy-to-wear clothing that has a slight trend to it," she said. "Customers want pieces that are easy to mix in."

Sharing this sentiment, Mercedes Alegria, founder of the Oakland, Calif., mobile boutique **Style Stream**, was searching for pieces that would suit her clientele, which comprises women ages 28 to 35. Many of Alegria's clients are first-time moms who want comfortable yet chic looks.

"Usually I buy contemporary brands, but this time I am looking to branch out into higher end stuff," she said. "Also, I want to add some lifestyle items—candles, bags and



Kut from the Kloth booth

cards. A lot of people go into the **Airstream** and don't want to try on clothes, so I am looking for things that they can pick up and go, especially during the holiday season."

For Alegria, her wholesale sweet spot is around \$30. Noting that trending colors for Fall included mustards and rust, she searched for dresses and a few unique graphic T-shirts.

In town from Flagstaff, Ariz., **Tea 'N Lace** owner Lauren Sky was a first-time attendee who doesn't follow trends.

"I don't care about trends," she said. "I am independent in my thinking around fashion, which I think a lot of people are—anything goes."—D.C.

Pooltradeshows Makes Room for Debuts and Trend Forecasting

Pooltradeshows was initially produced as a forum for new and emerging brands. At its Aug. 12–14 run at the **Las Vegas Convention Center**, it not only provided a forum for new brands but also a testing ground for established labels.

Next Level Apparel, headquartered in Gardena, Calif., is a veteran of the show. Amanda Mitzman, Next Level's marketing director, said Pool is a good place to work with the companies who work with her business-to-business brand. Since Next Level is preparing a launch of a consumer channel to sell its basics to the public by the

end of the year, she wanted more market intelligence to see what fashions are trending.

"It's a good place to trend forecast and get inspiration on new styles that might develop," Mitzman said of Pool.

MacKenzie Ellis, **Dolls Kill**'s assistant buyer for bottoms, was looking for new brands and styles, including oversize clothes and silhouettes. "We're seeing a lot of '90s, a lot of vintage florals and animal prints," Ellis said.

Pool served as the trade-show debut of **The Aloha Boys**, a Newport Beach, Calif., brand that makes graphic T-shirts for the surfing, skating and fishing crowd.

Pool also served as a place to make a comeback for **Gecko Hawaii**. The brand had not exhibited at a trade show for a decade. Popular in the 1980s and 1990s, the brand made a full collection to show at Pool, said Derek Sciacqua, a Gecko Hawaii partner and president of the brand.

"What I like is being out there again," Sciacqua said of the return to the trade-show circuit. Part of what he wanted to do was to put the brand on retailers' radars. "My expectation was to deal with more stores, and that was what happened," he said.

—Andrew Asch



Derek Sciacqua of Gecko Hawaii

Curve Brings in Brands That Offer Options for Buyers

Hosted with its **Informa Markets** sibling shows at the **Las Vegas Convention Center** Aug. 12–14, **Curve Las Vegas** saw buyers who looked to exhibitors for inspiration regarding swimwear and lingerie for Holiday and Resort and into Spring 2020.

For Kiara Canty, owner of Detroit's **Beyond Typical Boutique**, shopping for swim to suit a regional clientele isn't a year-round task, but her online business allows her to sell to a broad audience. She was shopping for women's and children's water wear that would set apart her offerings.

"We're from Detroit, so swim is seasonal for us," she said. "We want comfortable and cute in neons and prints such as tropical but something different than you will see in Target."

At **Manhattan Beachwear**, the Cypress, Calif., swimwear-and-resort company that represents brands such as **Trina Turk**, **BCBG Generation** and **Ralph Lauren Polo**, Ron A. Razzano, vice president of sales, noted that, while neons and tie-dye pieces were still strong, comfort was key for a perfect cut.

"Detailing in one-pieces, tummy toners and underwires are popular, also cups that



Manhattan Beachwear

accommodate a larger breast," he said. "We offer extended sizing in all brands up to 22W."

In addition to stocking up on swimwear, Canty was interested in women's lingerie and shopped the **Main Street Loungewear** booth for **Just Sexy Lingerie** and **Cosmo Style by Cosmopolitan**. She was shopping lace and nylon pieces to sell to clients ages 23 through 35 that cost \$15–\$25 wholesale.

"In intimates, we want lingerie in reds, mustards, pink and black," she said.—D.C.

The Tents Serves Up Luxe and Lifestyle Brands

The Tents has long been a forum for luxury and lifestyle brands at **Project**. During the Aug. 12–14 run of the event, brands such as **Raleigh Denim**, **Bellroy**, an accessories brand; and **The Grayers**, a shirting brand, exhibited Spring 2020 looks. Canadian-headquartered brand **Sarah Pacini Man** made its North American trade-show debut at The Tents. For this run of The Tents, the venue was moved from the **Mandalay Bay Resort and Convention Center** to the **Las Vegas Convention Center**.

At the **Jared Lang** booth, Bennett Fruchter, vice president of **Shanghai Shenda**, Jared Lang's parent company, felt that the event provided opportunities to meet with established connections and create new partnerships to expand business.

"This show is a place where you can create a critical mass," he said. At his booth, Fruchter relied on appointments, but he also enjoyed walk-ins from specialty retailers. Like many other trade shows, not all buyers place orders on-site. "After the show is where the real work begins," Fruchter said.

Danny Marsh, owner of the **Sy Devore** men's shop in Studio City, Calif., shopped

at The Tents, where he took stock of trends, noticing a shift toward knits. "Everyone is moving a little bit away from denim," he said. "I saw a movement away from wovens to knits. There seemed to be more knit offerings than in the past." Marsh said that he intended to make an order for Sarah Pacini Man.—A.A.



Marcel LaFrance of Sarah Pacini Man

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This position is available for immediate hire. Please forward us your resume with Job Experience & Examples of your work so we can learn more about you! Please send to: veronica@charadescostumes.com

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RECEPTIONIST/SALES ASSISTANT NINJA

About the Role, Responsibilities and Qualifications:
Front-line representative of our company with reception and in-house greeting.

Overall assistance, support and collaboration with sales team/account execs to meet and exceed sales goals.

Interact with other departments as needed such as production and Publisher

Proficient in Microsoft applications, PowerPoint, ACT or similar database software

Perform research pertaining to (advertising) sales prospects and leads.

* Maintain client database

* Telemarketing

* E-blast scheduled and tracking through Campaigner

* Some social media posting

* This position could become full-time

You will love this job if you:

* Are interested in fashion, marketing and media

* Are both self motivated, as well as, team oriented with eagerness to take direction.

* Enjoy working in an intimate and professional environment and learning from the best.

* Are effective and flexible while handling multiple priorities with clarity.

* Consider yourself tech savvy, as well as, a thinker and passion and understanding for the creation and execution of B2B marketing content, specific to fashion or related creative industries.

Please send resumes to: terry@apparelnews.net

Buy, Sell & Trade

*WE BUY ALL FABRICS AND GARMENTS

WE BUY ALL FABRICS AND GARMENTS. No lot too small or large. Including sample room inventories. Silks, Woolens, Denim, Knits, Prints, Solids Apparel and home furnishing fabrics.

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Steve 818-219-3002 or Fabric Merchants 323-267-0010

Email: steve@fabricmerchants.com

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

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For advertising information, call
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