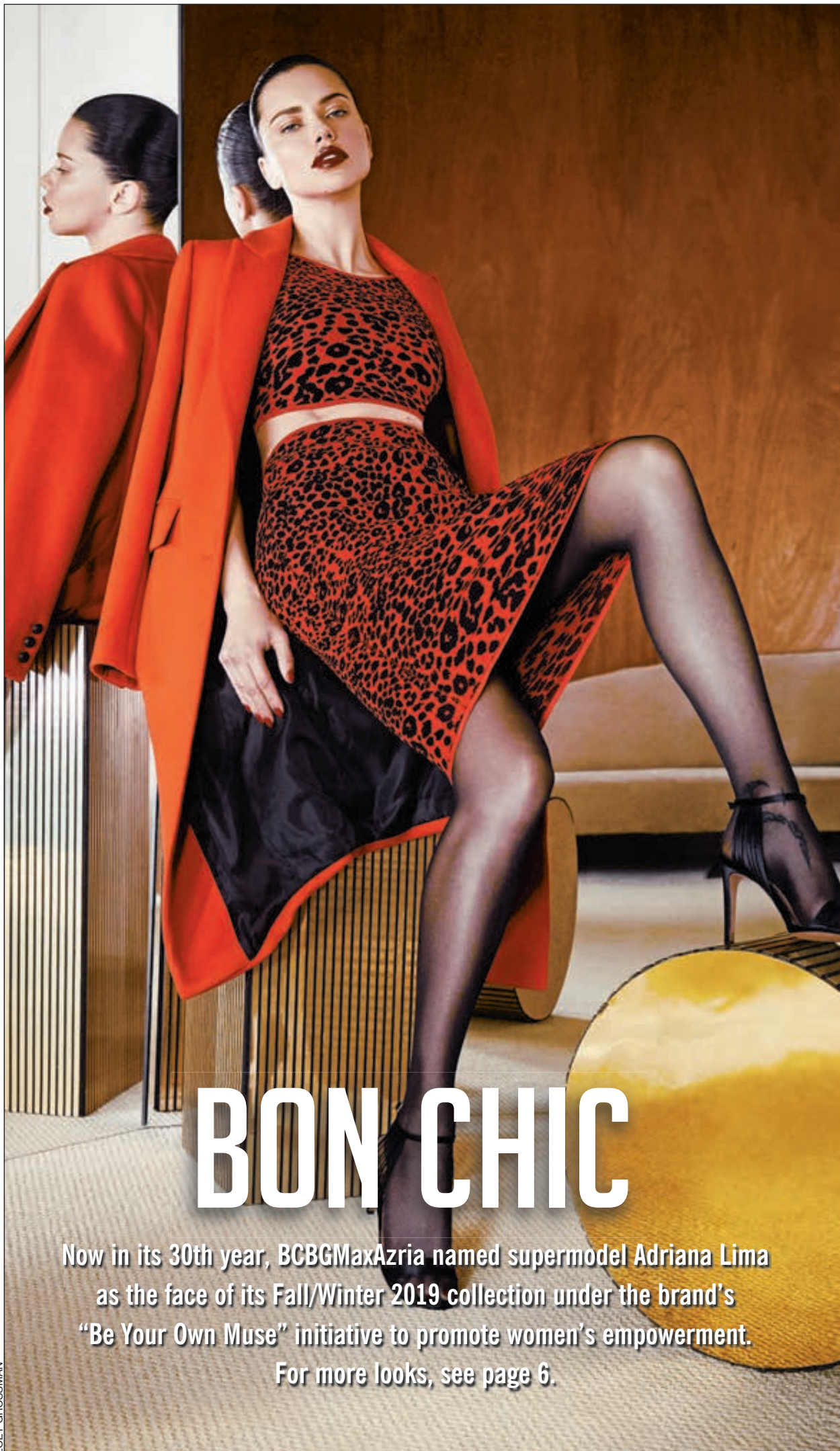


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BON CHIC

Now in its 30th year, BCBGMaxAzria named supermodel Adriana Lima as the face of its Fall/Winter 2019 collection under the brand's "Be Your Own Muse" initiative to promote women's empowerment. For more looks, see page 6.

ZOEY GROSSMAN

SUSTAINABILITY

Surf Industry and Other Fashion Groups Ride Wave Against Plastics Pollution

By Andrew Asch *Retail Editor*

For decades, fashion brands have been shipping every garment they make in individual plastic bags. The hundreds of millions of plastic poly bags have been credited with keeping garments neatly packaged when they are shipped, but retailers, fashion brands and even governmental groups have been calling these bags dirty.

Last week, 32 fashion companies joined a G7 Fashion Pact that calls for phasing out single-use plastics by 2030. The companies that signed the pact also vowed to achieve zero greenhouse-gas emissions by 2050 and restore biodiversity by helping to rejuvenate ecosystems. Brands signing on to the pact include **Chanel, Prada, Ralph Lauren, Nike, H&M Group, Gap Inc.** and **Nordstrom Inc.**

Recently, to create a more-sustainable supply chain, major corporations in different product categories have
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EVENTS

FIDM and the Television Academy Pay Homage to Costume Designers Ahead of Emmys

By Dorothy Crouch *Managing Editor*

A little over a month ahead of the 71st annual **Emmy Awards**, which will be held Sept. 22, the **FIDM Museum & Galleries** at the **Fashion Institute of Design & Merchandising** hosted its unveiling of the 13th annual "Art of Television Costume Design" exhibition in partnership with the **Television Academy**. A private unveiling of the collection was held Aug. 17 on FIDM's downtown Los Angeles campus to showcase more than 100 costumes from 23 television shows, 10 of which are nominated for Emmy Awards in costume design.

Costumes displayed throughout the exhibition represent television programming from a variety of genres including episodic series, limited series and variety programming. The museum's curation of these exhibits illustrates the power of expanded media such as streaming options in addition
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INSIDE

Where fashion gets down to business.SM

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Guess?, Inc. Second-Quarter Results Beat Forecasts

Guess? Inc. reported Aug. 28 that its total net revenue for its second quarter of fiscal 2020 increased 5.8 percent to \$683.2 million compared to \$645.9 million during the same quarter the previous year, said Carlos Alberini, the Los Angeles-headquartered jeans makers' chief executive officer.

"This performance exceeded our expectations and was driven by a solid topline increase, strong margin performance and effective expense management," Alberini said in a statement. "Overall, our direct-to-consumer businesses, which include stores and e-commerce, performed in line with

our expectations in all regions, and our wholesale businesses in the Americas and Europe delivered a very strong performance compared to our expectations."

Wall Street forecasts compiled by **Seeking Alpha** predicted that the jeans makers' revenue would be \$673.78 million during its second quarter. For its first quarter of the 2020 fiscal year, total net revenue increased 3 percent over the same quarter the previous year, to \$536.7 million.

Because of these good results, Guess updated its outlook for its third-quarter fiscal results. Consolidated net revenue in

U.S. dollars is currently forecast to increase between 2 percent and 3 percent for the third quarter, with an increase of between 3 percent and 3.5 percent for the 2020 fiscal year.

Guess has been running a fashion empire for more than 30 years. Its marketing campaigns, which have featured stars such as Jennifer Lopez and J Balvin, have made headlines. According to a company statement, Guess directly runs 1,174 retail stores in North and South America, Europe and Asia. The company and its licensees and distributors operate in 100 countries across the globe.—*Andrew Asch*

New Retail Center 2nd & PCH Announces Tenants

The **2nd & PCH** retail center is scheduled to open for business in Long Beach, Calif., this fall with a slate of tenants taking shape.

It was recently announced that eyewear brand **Warby Parker**, and activewear retailers **Lululemon Athletica** and **Athleta** will be moving into the mall being developed by **CenterCal Properties, LLC**, which is headquartered in El Segundo, Calif. Earlier this year, CenterCal announced that fashion retailers **Urban Outfitters**, **Free People** and the Long Beach-headquartered **Linne's Boutique** would open shops at the center with a gross leasable area of 220,000 square feet, according to a statement on the mall's website.

Other tenants coming in include a **Whole Foods Market**, a **Shake Shake**, a **Sephora** beauty store and **Gorjana** jewelry. Other committed tenants include a **Barry's Bootcamp** fitness center and a **Hawt Yoga** studio.

The 2nd & PCH retail center is located,



aply enough, near a busy intersection of Pacific Coast Highway and East 2nd Street. It will open for business in an area that enjoys a lot of retail. Across Pacific Coast Highway is **Marketplace Long Beach**, which is anchored by a **Trader Joe's**. It also is the home to restaurants including **Wahoo's Fish Tacos**, **Claim Jumper** and **California Pizza Kitchen**.

Marina Pacifica Mall is a short walk down Pacific Coast Highway and is the address of a **Nordstrom Rack** and **Pier 1 Imports** as well as an **AMC Theaters** multiplex. The area is a short drive from the East 2nd Street retail district of boutiques and shops in Long Beach's Belmont Shore area.

CenterCal also is developing the retail centers **Mountain View Village** in Riverton, Utah, and **The Village at Totem Lake** in Kirkland, Wash. CenterCal introduced **The Veranda** mall in the San Francisco Bay Area town of Concord, Calif., in 2017.—A.A.

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Avenue Stores to Shutter Bricks-and-Mortar

Avenue Stores LLC announced that it is headed into chapter 11 bankruptcy. The Chicago-headquartered plus-size retailer also noted that it would close its fleet of 222 physical stores, some 46 of which are in California, according to a company announcement issued on Aug. 22.

The Chicago retailer is being advised on its bankruptcy by **Gordon Brothers** and **Hilco Merchant Resources, LLC**. Avenue Stores started business as **Sizes Unlimited** in 1983. It offered plus sizes that ranged from 14 to 32. Looks included denim, athleticwear, blouses and dresses.

In the statement, the retailer said it would offer discounts of 40 percent to 60 percent off during the store-liquidation sale, but these discounts would not be extended to the retailer's digital channel, *avenue.com*. An Avenue representative did not respond to a request for comment regarding when the company's stores are scheduled to close.

Avenue Stores is not the only retailer holding a liquidation sale. On Aug. 6, Los Angeles-headquartered **LF Stores** announced that it would close its fleet of 26 physical stores. The stores are scheduled to close after Labor Day weekend. A company statement announced that certain items would be marked down 80 percent.—A.A.

Week in Review

The San Francisco-based peer-to-peer marketplace Storr gives the average consumer the opportunity to sell goods on the Storr app. It was recently announced that consumers will get an opportunity to sell Adidas sneakers on it. Adidas made a specific invitation to members of the brand's Creators Club, which gives the most avid customers special access to exclusive products. Those Creators Club members who sell Adidas on Storr will receive a 6 percent commission on every sale, according to Fast Company. In May, Storr announced that it raised an additional \$7.8 million. Early investors include athlete Alex Rodriguez and prominent boutique retailer Elyse Walker, according to a Storr statement.

Forever 21 Inc. is considering filing for Chapter 11 bankruptcy, according to several media reports published this week. These reports follow news broken by Bloomberg on June 3, which said that the Los Angeles-headquartered fast-fashion giant was looking for financing to help with its liquidity. Any deal would include the retailer's founder, Don (Do Won) Chang, maintaining control of the company.

Designer Isabel Toledo passed away Aug. 26 from breast cancer. She was 59. The Manhattan-headquartered Toledo was considered a designer's designer. She was honored with a National Design Award from the Cooper Hewitt museum in 2005 but was best known for making the dress that Michelle Obama wore during the inauguration parade for Barack Obama's first term as president of the United States. The lemongrass-hued dress served as an alternative to traditional styles previously seen during the parade. Toward the end of her life, Toledo made costumes for Broadway musicals and the Miami City Ballet's 2017 production of "The Nutcracker."

The Zero + Maria Cornejo boutique in the Los Angeles area's Melrose Place is almost a decade old. The New York-based Cornejo recently announced a collaboration with carmaker Hyundai. Her Zero + Maria Cornejo brand will make a 15-piece collection using leather from Hyundai Transys, a car-seat manufacturer owned by Hyundai. She'll combine the leather with some upcycled Zero + Maria Cornejo fabrics. The new line will be unveiled at the Re:Style event Sept. 6, scheduled during New York Fashion Week.

Amazon.com unveiled its largest campus site, which is not located in the United States. It is located in Hyderabad, India, and includes collaborative workspaces, interfaith prayer rooms, mothers' rooms, showers, a cafeteria open to all and a helipad. According to a statement from the Seattle-headquartered retail giant, its Hyderabad campus stretches over 9.5 acres. More than 15,000 people will work there. The India space also will be Amazon's largest tech base outside of Seattle, according to an Amazon India statement. Amazon first started operations in India in 2004 from Hyderabad.

Sustainability Packaging *Continued from page 1*

joined the campaign to reduce plastics. On Aug. 20, toy manufacturer **Hasbro** also announced that it was going to cut shrinkwrapping from its products.

Sustainable packaging lands surfside

California's surf industry has been part of this global wave to reduce plastics. On Aug. 19, the trade group **Surf Industry Manufacturers Association** announced guidelines to reduce plastics used in apparel poly bags, said Sean Smith, the Aliso Viejo, Calif.-based group's executive director.

"The amount of plastic is mind-boggling. It is estimated that hundreds of millions of poly bags are used by our industry and thrown away each year," Smith said. "The ultimate solution is to get rid of poly bags, but it is not that simple. We need a bagging system. Garments must be kept clean. As an industry, we'd like to solve that issue. How do we reduce that plastic? How do we make it more sustainable?"

With the announcement, SIMA distributed the guidelines on poly bags to its 75 members, approximately 30 of whom are focused on apparel. It's part of a wider campaign by the trade group to develop a cleaner supply chain. The statement on poly bags came a few days after SIMA recommended that its members stop publishing and distributing print catalogs in favor of digital versions.

The announcements were followed by a sustainability seminar Aug. 22 at the black-and-white-checkered headquarters of the **Vans** brand in Costa Mesa, Calif. More than 160 attendees learned about plastic reduction methods, fair-labor practices and ways to build a sustainable company. In attendance were SIMA President and **Billabong** President Shannan North; Vicki Redding, **Vans'** vice president of apparel; Kevin Meehan, **RVCA's** general manager; Rob McCarty, a **Vissla** vice president; and Kari Johnson, **O'Neill's** chief creative officer.

With guidance from the **Surfrider Foundation**, SIMA

recommended two sustainable poly-bag brands, **L&E** and **Mainetti**. The companies make bags from recycled materials and use no virgin plastics. Smith estimated that eliminating use of virgin-plastic poly bags and using recycled poly bags would not boost costs and would perhaps even reduce supply-chain spending.

The campaign started with SIMA's Business Sustainability Alliance, which began this year to develop trade-group responses to environmental issues. This campaign is the first activist initiative that SIMA has taken on in its 30-year history. Smith said that one reason this trade group endorsed a campaign against poly bags made from virgin plastic is that most of its members are surfers who frequently see this type of waste in waterways. "This is easier to do with an enthusiast group," he said.

While manufacturers across industries are making commitments to reduce the environmental impact through initiatives that include abandoning plastics, some voices from the plastic-production side are offering caveats regarding the shift.

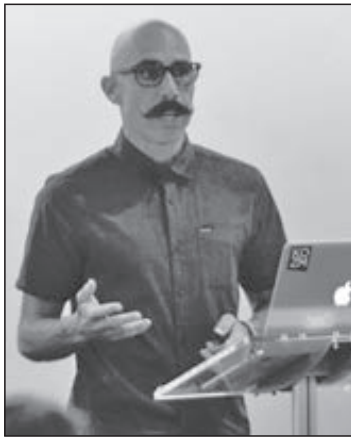
In 2018, the **Retail Industry Leaders Association** worked with the **Plastics Industry Association** on a series of webinars aimed at recycling plastics and reducing use of virgin plastics, said Kim Holmes, vice president of sustainability for the Plastics Industry Association.

She urged brands to make rational strategies to cut waste. "Where it makes sense to reduce, we're in favor of it," she said. "Plastics do an important job very efficiently. You have to ask, 'Are you advancing environmental goals or are you replacing plastics with materials that have a higher environmental cost?'"

Holmes said that there have been cases of companies abandoning plastics in favor of alternatives, such as aluminum, which use more resources to create.

A response to plastics pollution

Dealing with plastic waste and pollution has weighed heavily on retailers such as Randy Brewer. He runs **Aiken**,



Derek Sabori

a group of four stores in the San Francisco Bay Area that focuses on sustainable fashions.

"Our customers don't see how much we throw away at the back of the store," he said. "For more than 10 years, I've been going to companies and asking them to change things. It always fell on deaf ears. But it seems to be getting easier. There are more voices coming up."

Aiken stocks the **Outerknown** brand, headquartered in Culver City, Calif. When shipping garments purchased through its e-commerce channel, Outerknown has eliminated use of poly mailers, said Megan Stoneburner Azim, the company's director of sustainability and sourcing. In its place, it uses a 100 percent recycled-paper mailer.

To ship to retailers, Outerknown uses **Avery Dennison** poly bags that are made from a non-GMO sugarcane instead of traditional oil-based products.

"It's not a perfect option—that's where we have to be frank and honest," she said. "We have to determine that it is breaking down and decomposing and not breaking down into microplastics."

In 2018, former California Gov. Jerry Brown signed into law two bills that seek to develop strategies to eliminate microplastics from drinking water and the marine environment.

"The biggest issue is to find the right materials that help us to solve problems without building another problem that we're not aware of," Stoneburner Azim said.

Derek Sabori, a sustainability expert who spoke at the Aug. 22 sustainability seminar, said that poly bags are only one step in a campaign against plastics pollution.

"The bigger elephant in the room is that almost every fiber that we are wearing is plastic. The plastic bag is what you see the most. What is harder to see are brands relying on the same plastic polymers in our fabrics," he said of synthetic fibers and fabrics such as polyester, nylon and elastane.

Sabori is co-founder of a brand called **Kozm**, which makes clothes from a natural-fiber alternative. While he encourages apparel brands to explore natural-fabric options, he was optimistic regarding responses—such as SIMA's—to the plastics pollution crisis.

"The community is rallying, saying that we have to take this on," he said. "We're seeing progress and some good commitments." ●

TRADE SHOW REPORT

The Materials Show and Première Vision Sport Bring Comprehensive Athletic Sourcing to the Pacific Northwest

By Dorothy Crouch *Managing Editor*

During its first collaborative run with newly launched **Première Vision Sport**, **The Northwest Materials Show** brought to Portland, Ore., expanded offerings in a region that many consider the outdoor-enthusiast capital of the United States. Hosted at the **Oregon Convention Center** Aug. 14–15, this new partnership allowed attendees who are focused on athletic apparel and footwear to easily explore sourcing options and trends between categories.

In addition to its new partner, which brought apparel-fabric sourcing options, The Materials Show also partnered with the **Footwear Distributors and Retailers of America** to host the **Footwear Materials Summit** on August 13. Hisham Muhareb, founder of The Material Show's parent company, **American Events, Inc.**, reported a 30 percent increase in attendees over the February edition and reported they were looking for sustainable materials to include in sourcing.

"We attracted brands from all over the world—**Lacoste**, **Lululemon**, **Columbia**, **Nike Swim**, **Perry Ellis**, **Hannah Anderson**, **Brooks Running**, **Skechers** and **Deckers**," he said. "A lot of brands are looking to get away from plastics and petrol materials toward more-sustainable and eco products such as foam from algae."

Shopping for her pure-yoga-enthusiast customer, **Alo Yoga's** creative director of apparel, Mystika Jones, was excited to have a local show to attend when considering sourcing options for the Los Angeles-based brand. Accommodating a consumer who is focused on wellness of body and environment means that she was interested in more-mindful sourcing.

"It's very exciting to have a show that's in the heart of the Northwest and active movement. Because I live in Portland but commute to L.A., it was nice to have something local," Jones said. "As a yoga brand, we are interested in making thoughtful, considered product using recycled materials in trims and performance garments."

Britta Cabanos, co-founder of Portland, Ore.'s design-and-

consulting firm **Creative Capital Design**, has attended both The Materials Show on the West Coast and Première Vision's Paris edition but was elated to have greater apparel options in the Pacific Northwest. She mentioned that the increased presence of more print studios than during previous editions provided greater sourcing options.

"I loved it and was super excited to have it because I am an apparel person, not a footwear person," she said. "In the past I had gone and not found much for me, so to have that aspect added in Portland was fantastic."

Impressed by the work of first-time exhibitor **Longina Phillips Designs**, an Australian textile-design studio, Cabanos also appreciated the presentations by different textile providers who showcased their offerings. To easily see new trends and possibilities in fabrics from exhibitors such as Paris-headquartered **Peclers Paris** was extremely helpful and a welcome component of the show.

"The presentations are where I got the most information," she said. "It was a little easier to get everything in one presentation rather than walking the floor and digging through the booth to find those things."

At the booth for **Bloom Foam**, the Meridian, Miss., company that uses algae biomass to make plant-based foam used to create performance footwear—while also cleaning the water supply—co-founder and Chief Technology Officer Ryan Hunt noticed more traffic than in previous editions exhibiting at The Materials Show. For many attendees, sustainable sourcing has become a big draw to sourcing shows, which worked in Bloom Foam's favor as it continues to promote a sustainable-apparel mission.

"Every person that came by the booth and every brand we've been talking to has sustainability products now, or at least they're talking about it now," he said. "The designers want to do it when they see other brands doing it, and they don't want to be left behind."

Not only did attendees seek more-sustainable options but



there also seemed to be a genuine interest in joining up with sourcing partners who can provide these eco-friendly products along the supply chain.

"There was much more earnestness as people try to find ways to incorporate sustainability into their finished product," added Dave Smith, an account executive for Bloom Foam. "The consumer is asking for it, Millennials are willing to pay more and are looking for brands to do it, designers have an interest in it, and the brands want to do it."

With eco-friendly initiatives and campaigns on their minds, attendees also commented on the increased importance of the mission toward sustainable sourcing. Visiting the shows from Portland, Ore.-headquartered **Columbia Sportswear**, Danielle Coggin, a materials trend researcher, said that she appreciated the large turnout and mentioned that the exhibitors provided a sustainable presence, which makes her job much easier.

"All the suppliers really put their best foot forward in showcasing what they're doing for the environment, which is super appealing in my research because going forward everything we do has to encompass it," Coggin said. "That was great to see." ●

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IMPORT/EXPORT

Tariff Issues Cool, Concerns Remain

Following the United States Trade Organization's confirmation this week that an additional duty of 5 percent on \$300 billion in products from China—on top of an original figure of 10 percent—would be implemented starting Sept. 1, representatives from the Chinese and U.S. governments had started to cool on the heated situation. China had planned to implement 5 percent to 10 percent tariffs on \$75 billion in goods imported from the United States in two segments, one this weekend and another on Dec. 15, but, on Thursday, seemed to reconsider this action, according to *Bloomberg News*. The U.S. tariffs on goods from China remain scheduled to begin Sept. 1 and an additional round scheduled to be implemented Dec. 15.

Additionally, the Trump administration demanded that existing 25 percent tariffs on approximately \$250 billion of imports from China be increased by 5 percent to 30 percent beginning Oct. 1.

For Steve Lamar, executive vice president of the **American Apparel & Footwear Association**, the impact on U.S. consumers for this holiday season could be negative. While the new tariffs will be administered in two groups, or tranches, most of the affected apparel and textile goods will be included on the first list. Lamar noted that the Sept. 1 list of goods includes 92 percent of the apparel, 53 percent of the footwear and 68 percent of the home textiles from China.

"This tax clearly hits the U.S. consumer, and it hits the U.S. consumer hard," he said. "The administration is targeting the consumer with an enormous tax increase right before the holidays and another that will take effect in time for the holidays."

As the vice president of customs and trade advisory at **Flexport**, Tom Gould reported that many of his clients were disappointed by the additional costs associated with the tariffs and were equally upset by the inadequate amount of time to prepare.

"While we are getting notice maybe 30 days in advance, the official notice isn't coming out until days before the date," Gould said.

Apparel suppliers in the United States that are locked into contracts could experience a loss on goods that are subject to additional tariffs once they reach the United States.

"A supplier to a big-box retailer might have

already placed orders for a T-shirt, turned around and sold it to a big-box retailer with a profit margin of 5 percent," he explained. "Now, they have to pay 10 or 15 percent on their cost and may have to sell at a loss right now."

At the Los Angeles-based, made-in-the-USA brand **Tianello** by **Steve Barraza**, founder Steve Barraza creates finished apparel that relies on silks from China. While he was disappointed by the additional tariffs of 5 percent that he will pay upon the Oct. 1 increase to 30 percent, Barraza did see a silver lining when purchasing his silk from China.

"The good news is that the price of silk has fallen approximately \$3 per meter since 2018," he said. "There is no doubt that the tariffs have slowed consumption there."

Disappointed with the first round of tariffs that affected this specialty fabric, which is not available in the United States, Barraza couldn't understand the reason Chinese finished goods weren't taxed first and wished there had been more consideration for United States manufacturers that rely on China's specialty textiles.

"The final goal should be creating more jobs here. Taxing items that we don't create here doesn't do anything for us," he said. "I don't mind paying tariffs on things I could do here. We don't produce linen or silk in the United States, and I never had to pay a duty on either of those [until now]."

A similar sentiment has been expressed by members of the Aafa, with Lamar trying to offer advice to business owners. Among his suggestions, Lamar has recommended businesses work with members of Congress on legislation and diversifying sourcing outside of China. Still, many within the industry might consider options that would have a negative impact on workers and consumers in the United States.

"Does it mean that they have to lay off workers? Does it mean they have to try to push these price increases through to consumers, risking loss of sales? Does it mean they must withhold investment to grow their businesses?," he said. "They are extraordinarily frustrated that the administration isn't doing its job to negotiate a trade agreement rather than impose tariffs," he added.—*Dorothy Crouch*

Calendar

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

Sept. 10

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

Sept. 10

CottonWorks Textile Workshops
San Francisco
Through Sept. 12

Sept. 13

Designers and Agents
Javits Center
New York
Through Sept. 15

Sept. 14

Brand Assembly Cabana Capsule
Pier 94
New York
Through Sept. 16

Sept. 15

Accessories The Show
Beauty@Coterie
Coterie
Edit
Fame
Footwear@Coterie
Moda
NY Women's
Sole Commerce
Vintage@Coterie
Javits Center
New York
Through Sept. 17

There's more
on ApparelNews.net.

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

Submissions to the calendar should be emailed to the Calendar Editor at calendar@apparelnews.net. Please include the event's name, date, time, location, admission price and contact information. The deadline for calendar submissions is the Tuesday prior to Friday publication. Inclusion in the calendar is subject to available space and the judgment of the editorial staff.

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JRC Reflex
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Lenzing Fibers
Polygiene

Polartec
RE:Down
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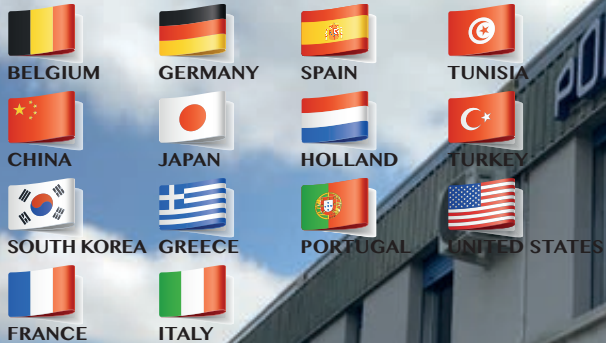
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FASHION



BCBGMaxAzria's Fall/Winter 2019 Campaign Relays Encouraging Message—'Be Your Own Muse'

During the unveiling of its Fall/Winter 2019 campaign for its "Be Your Own Muse" initiative, Vernon, Calif., brand **BCBGMaxAzria** announced that it would continue to focus on women's empowerment through self-expression. To strengthen its message of support through empowering fashion, the brand chose supermodel Adriana Lima as the face of its campaign with stylist Rachael Wang and photographer Zoey Grossman setting the atmosphere for the photo shoot.

BCBGMaxAzria's designers created strong silhouettes in rich textures for this collection. Offering pieces that exude elegance and allure, the line features formalwear, cocktail dresses and suiting based on unexpected cuts, powerful bows, striking colors, strong lines and stunning patterns. These details were used to reflect the innate strength and beauty of women through pieces for different occasions while meeting the demands of the dynamic lifestyles of BCBGMaxAzria clients.

"To be your own muse is to look within and to use what you find to inspire



all that you do—from choosing an outfit, to running a business, to living a fulfilling life," said Diane Bekhor, senior vice president of BCBG Group. "This year is the 30th anniversary of BCBGMaxAzria and the campaign with Adriana Lima is the first since the passing of founder Max Azria. As we end our 30th year, we pay tribute to Max Azria with a timeless Fall/Winter collection."

To mark this milestone, BCBGMaxAzria sought to use the Fall/Winter 2019 "Be Your Own Muse" campaign as a message to honor the brand's founder, Max Azria, who passed away in May at the age of 70. While Azria left his company—which is now owned by **Marquee Brands**—in 2016, he founded it in 1989, choosing the name BCBGMaxAzria. The designer intended the BCBG acronym to stand

for the French phrase "bon chic, bon genre," which translates as "good style, good attitude."—*Dorothy Crouch*



John Eshaya Unveils New Women's Sportswear Label

By Andrew Asch *Retail Editor*

John Eshaya has helped define the style for high-end T-shirts and sweatshirts in Los Angeles since the late 1980s, but the women who bought tees from his **JET John Eshaya** brand started asking for new styles of clothing in the past decade and his label changed.

"The line has been two different things. There are JET John Eshaya T-shirts, sweatshirts, burnout sweatshirts and anything you wear on weekends. I also started producing more sportswear pieces. Not super dressy—it's the stuff that you wear to lunch," he said. "But I noticed buyers were getting confused."

Showing the tees and the sportswear together in showrooms never seemed to work. As more retailers preferred separate sportswear and T-shirt lines, Eshaya decided that he would split up the collections. He

will continue making the JET John Eshaya label—which also includes jeans, outerwear and some looks for men. Eshaya is going to introduce the new **John Eshaya** line of sportswear at the **Coterie** trade show, which is scheduled to run Sept. 15–17 in New York City.

This new line will feature an expanded palette of sportswear offerings and also include pants, knits and dresses.

"The proportions are going to be different. They are bigger, longer, fuller," he said. "There will be a lot more dresses for Spring. Pants will be more cropped. The tops are boxier shaped. Nothing is tight or clingy."

Gabrielle Zuccaro, founder of Los Angeles boutique **Bleu**, has carried JET John Eshaya for three years. Every category of JET John Eshaya, from outerwear to denim, has been

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EVENTS



The "Art of Television Costume Design" exhibition



Costumes from "Pose"

FIDM *Continued from page 1*

to more-traditional broadcast and cable-television channels.

This year's exhibition also includes costumes from television shows whose series recently ended, including "Gotham," "Veep," "Game of Thrones" and "A Series of Unfortunate Events," adding an element of closure to storylines as well as a celebration of these works.

While the media frenzy surrounding the end of the **HBO** series "Game of Thrones" focused on the characters and their relationships, the FIDM Museum exhibition allows fans to gain a deeper understanding of the show through details in costuming. The series, which began in 2011, has been nominated for "Outstanding Fantasy/Sci-Fi Costumes."



Costumes from "The Masked Singer"

"Game of Thrones" is a standout not only because it's the final season but because it's also the end of a story," Nick Verreos, co-chair of fashion design at FIDM, said. "Costume designer Michele Clapton wanted to tell the end of a story wardrobe wise. With the coronation gown that Sansa Stark wears, it tells the full sartorial story of Sansa's journey from being a frightened child to becoming a formidable monarch."

Costumes within the exhibition also spoke to the social issues tackled within

the programming. Nominated in the Emmy category for "Outstanding Period Costumes," Lou Eyrich and Analucia McGorty, who worked on the **FX Network's** "Pose," used costuming to relay the just-be-yourself attitude found by the predominantly black and Latinx LGBTQI community within New York City's underground ball culture during the 1980s, a turbulent time for this segment of the population in the United States.

"They felt left out of society," Verreos said. "During the AIDS epidemic, [the balls] felt like a place to be at home, safe and fabulous."

School alumnus and "Big Little Lies" costume designer Alix Friedburgh also worked on the HBO series "Sharp Objects," which has been nominated for "Outstanding Contemporary Costumes." Using costuming to speak on post-traumatic methods of masking emotional and physical wounds, Friedburgh allowed Amy Adams's Camille Preaker character to camouflage scars left behind from self-inflicted injuries. By wearing pieces including jeans and long-sleeved shirts in dark colors, the story's heroine remains more empowered.

"Her clothing works as armor," Verreos explained. "She wants to blend in—her clothing is wrinkled, nonchalant. She is covering up scars and using clothing as protection."

While these television shows provide audiences with glimpses into profound issues, there has been no shortage of levity within the costuming noticed by the academy. An exhibit showcasing Donna Zakowska's costumes for the series "The Marvelous Mrs. Maisel" focuses on a particular episode in which Rachel Brosnahan's character of Miriam "Midge" Maisel and her family travel to their familiar Catskills, N.Y., vacation destination.

Nominated for "Outstanding Period Costumes," the stylish, brightly colored frocks play a strong supporting role in Mrs. Maisel's world, but dressing the character in bright summer attire showed the audience the comfort that can be found in a return to a more innocent time.

"She is going back to her inner childhood

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Retail Veteran Jenny Ming Appointed to Poshmark Board of Directors

Social-commerce platform **Poshmark** announced the appointment of Jenny Ming to its board of directors. The Aug. 29 appointment makes the veteran retail executive the seventh member of the Redwood City, Calif., company's board, where Ming joins Manish Chandra, founder and chief executive officer of Poshmark; Navin Chaddha, managing director at **Mayfield**; Hans Tung, managing partner at **GGV Capital**; John Marren, senior managing director, North America, at **Temasek**; Jeff Epstein, former CFO of **Oracle** and **DoubleClick**; and Serena Williams, businesswoman and tennis champion.

"We're incredibly proud of the board we've

built at Poshmark. Each member contributes a unique perspective that will help us scale our community of shoppers and sellers," Chandra said in a press release. "Jenny Ming will be instrumental as we continue to diversify our social-commerce platform and expand our retail and geographical footprint."

As the former CEO and president of **Charlotte Russe**, Ming worked with the apparel retailer for nine years. Additionally, she served as a special adviser to the board of directors of **Barneys New York** and **Gap**, where she served as a member of the team that launched **Old Navy** in 1994, eventually becoming president of the

brand. The **San Jose State University** fashion-merchandising-marketing graduate also received an honorary doctoral degree from the school. In addition to serving as a board member at Poshmark, she also sits on the boards of **Levi's** and **Paper Source**.

"Poshmark has built an incredible community of empowered entrepreneurs, stylists and shoppers who represent a new era of online commerce," Ming said in a statement. "This company is at a pivotal moment of growth, and I look forward to working with the entire team to support and foster the company's vibrant community at scale."—*Dorothy Crouch*



Jenny Ming

MADE IN AMERICA

John Eshaya *Continued from page 7*

popular in her shop.

"John does his own thing," Zuccaro said. "He's made his own niche in the market. It's casual yet edgy. There's a sophisticated edge to his styles. A 60-year-old woman can wear them. She can look edgy but not appear like she's trying to look young. A 16-year-old can wear his styles and not look like she is wearing her mom's jeans. John's bridged a gap."

Similar to JET John Eshaya, the John Eshaya line will be produced in the designer's studio, which employs approximately 15 people in Los Angeles' Echo Park section. John Eshaya-brand clothing will be constructed from more-sustainable fabrics including linen, cotton gauze and twill. These materials will be different from the cotton-poly shirts that John Eshaya workers use to make T-shirts with burnout treatments.

Price points for the John Eshaya brand have not been

set, but Eshaya estimated that the wholesale pricing will be 15 percent higher than the JET John Eshaya brand, whose wholesale prices range from \$24 to \$52. Eshaya will sell some of the new sportswear styles on his website, johneshaya.com. He doesn't plan to develop retail.

"My website will never fight with retailers. It's one of the biggest problems with retail," he said of the current fashion landscape. "I'd rather have people go to stores. Stores are such an amazing experience."

In the Los Angeles area, JET John Eshaya has been sold at boutiques such as **Emphatic** and **Kitson**, but he estimated that 70 percent of his sales come from the New York area.

Starting his career in retail, Eshaya was a salesman at the pioneering boutique compound **Fred Segal** Melrose in the 1980s. By 1990 he had worked his way up to become the women's creative director and buyer for the Fred Segal retailer **Ron Herman**.

In 2008, he ended his Ron Herman career and developed his own JET John Eshaya shop at the now-defunct Fred Segal

Santa Monica. In 2014, he opened a standalone JET John Eshaya boutique in West Hollywood, Calif. Along with JET John Eshaya fashions, the shop sold surfboards, flowers, art, vintage handbags and jewelry, but he closed that shop in 2015 because the rent was too high.

"You're stressed out trying to make the rent. You're not enjoying it anymore," he said of the 18 months of running the West Hollywood store. He moved the shop to **Westfield Topanga & The Village**, located in Los Angeles' Canoga Park section, but closed that boutique in 2016 to focus on manufacturing.

Eshaya has generally been considered a pioneer of the California look, but he said that he was never sure how to define that style.

"Maybe it's casual, easy and less dressy. I have no idea," he said. "What's influencing me now are the Silver Lake girls," he said about Los Angeles' stylish Silver Lake district. "They have tiny tees and wide pants. It's a non-put-together look. It's a bit granola but chic." ●

EVENTS

FIDM *Continued from page 8*

through the bright, cheery springtime costume," Verreos said. "The costume designer studied at the **École des Beaux-Arts**, where they instilled in students the importance of color, which she passes along onto the show."

Another FIDM alumnus and Emmy Award recipient, Marina Toybina, is known for creating striking costumes that stand out with their designs but also their performance. Working on tour costumes for entertainers such as P!nk, Ariana Grande, Taylor Swift and Carrie Underwood, in addition to performing-arts shows "World of Dance" and "So You Think You Can Dance," Toybina is now nominated for her work on the singing competition show "The Masked Singer" in the category of "Outstanding Costumes for Variety, Nonfiction or Reality Programming."

"The diversity is quite fabulous. You have costumes from very realistic to fantasy, contemporary to period, and you have whimsy," Barbara Bundy, vice president of education at FIDM, said. "Television in today's world is amazing with all of the new providers. It's stepped up the game."

Other Emmy-nominated costumes on display throughout the exhibition include the final nominee for "Outstanding Period Costumes," "Fosse/Verdon" by Melissa Toth and Joseph La Corte; "Outstanding Fantasy/Sci-Fi Costumes" from "A Series of Unfortunate Events" by Cynthia Summers and "Good Omens" by Claire Anderson; and "Outstanding Contemporary Costumes" for "black-ish" by Michelle R. Cole and "Russian Doll" by Jennifer Rogien.

Notable costumes also on display for additional television series include "The Bold Type," "The Chilling Adventures of Sabrina," "Crazy Ex-Girlfriend," "Future Man," "The Haunting of Hill House," "The Man in the High Castle," "Native Son," "Outlander," "Shrill," "The Umbrella Academy" and "Vanity Fair."

By continuing its celebration of television costumes and designers ahead of the annual Emmy Awards ceremony, the FIDM Museum hopes to encourage in the public a deeper understanding of the intensive work that is dedicated to these designs.

"There is magic that can be created though television and costumes," Bundy explained. "The costume creates what goes on in the story. If you watch something and the costumes are wrong, there is a disconnect—you don't relate to the character. The costumes make the character come alive."

Opened to the public Aug. 20, this year's "Art of Television Costume Design" will be hosted Tuesdays through Saturdays at the FIDM Museum until Oct. 26. Admission is free. ●



Costumes from "Game of Thrones"



From left, Jennifer Rogien, Michelle R. Cole and Barbara Bundy



From left, Nick Verreos and Marina Toybina



Costumes from "The Marvelous Mrs. Maisel"



Costumes from "Sharp Objects"

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