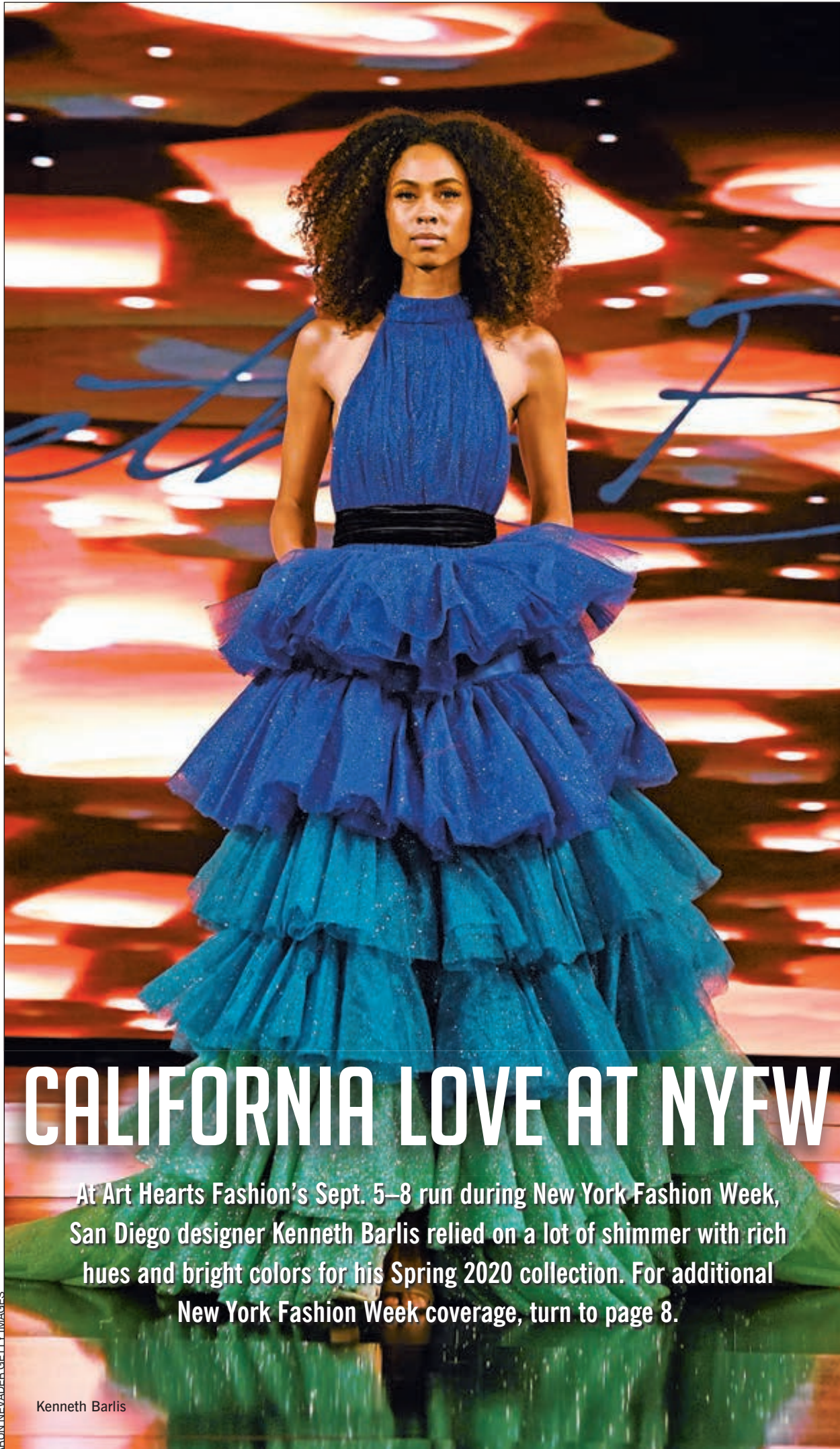


# CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR **74** YEARS

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## CALIFORNIA LOVE AT NYFW

At Art Hearts Fashion's Sept. 5-8 run during New York Fashion Week, San Diego designer Kenneth Barlis relied on a lot of shimmer with rich hues and bright colors for his Spring 2020 collection. For additional New York Fashion Week coverage, turn to page 8.

Kenneth Barlis

ARJUN NEVADER GETTY IMAGES

### FREIGHT AND LOGISTICS

## Record Cargo Numbers for August at Port of Los Angeles Could Foreshadow Trouble

By Dorothy Crouch *Managing Editor*

After moving 861,081 20-foot equivalent units—or TEUs—the **Port of Los Angeles** reported this week that it has set a new single-month cargo record for the month of August. With a 4.2 percent increase over August 2018, the San Pedro, Calif.-headquartered agency revealed that last month was the busiest in its 112-year history.

“Our strong volume growth this year is due in part to our global supply-chain relationships, aggressive marketing and improvements in operational efficiencies,” Port of Los Angeles Executive Director Gene Seroka said in a statement. “We continue to build value with the Port Optimizer, a digitization tool that increases the visibility of incoming cargo and improves logistics planning and overall efficiency.”

At first glance, a record increase would seem to be a harbinger of prosperity for the future, but, in a trade climate marked by uncertainty, bigger isn't always better, according to the agency. During a Sept. 4 meeting of the Los Angeles City Council regarding the effects on Southern California of an escalating trade war between China and the United States, Seroka pointed out that record numbers have been driven by fear, a sentiment echoed by his colleague, Phillip Sanfield, director of media relations for the port.

➔ Port page 3

### RETAIL

## What's Checking in Beverly Hills: Bringing In More Fashion

By Andrew Asch *Retail Editor*

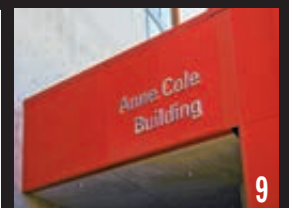
North Canon Drive never ranked as one of the premier fashion retail streets in Beverly Hills, Calif. It was always a place to dine at a restaurant or go to a hair salon, but the street is on course to develop a bigger fashion scene.

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

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Vans commits to charity ... p. 9

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## Old Navy to Double Stores

Gap Inc. executives forecast a growth spurt in its physical stores by spinning off its Old Navy division.

Making Old Navy into a separate publicly traded company was announced in February. Gap executives held a Sept. 12 webcast to discuss the potential for growth in Old Navy and in Gap Inc., which will include the brands Gap, Banana Republic, Athleta, Intermix and Hill City.

Old Navy currently runs a fleet of 1,140 physical stores across North America. With a spin-off, it can almost double the size of its store fleet to 2,000 locations, according to a presentation produced by Sonia Syngal, Old Navy's global brand president and chief executive officer. Old Navy also intends to drive growth through a more muscular omnichannel retail strategy and through expanding its product categories.

Over the past few years, Old Navy has been one of Gap Inc.'s success stories, with the division's same-store sales generally showing increases, while the Gap and Banana Republic divisions have frustrated Wall Street investors by not growing as fast as Old Navy.

Art Peck, president and chief executive officer of Gap Inc., also made a presentation Sept. 12 in which he outlined what's next for Gap Inc.'s brands. The company hopes to rally the fortunes of the Gap and Banana Republic brands. Plans to build these brands include strengthening their omnichannel offerings as well as appealing to customers by further developing sustainability and social responsibility.—*Andrew Asch*

## Fur Ban a Signature Away From Becoming California Law

California is closer to becoming the first U.S. state to ban sales and the manufacture of fur.

AB44, the bill banning the sale of fur, is headed to the desk of Gov. Gavin Newsom after the state senate passed the bill 27-8 on Sept. 10. The bill was then approved by the state assembly in a concurrence vote. If Newsom signs the bill, a fur ban will go into effect Jan. 1, 2023. No schedule has been set to send the bill to Newsom's office, said Blake Dellinger, a spokesman for Assembly member Laura Friedman (D-Glendale), who authored the bill.

While California municipalities such as West Hollywood, Los Angeles, Berkeley and San Francisco have passed their own city bans on the sale of fur, Friedman said that there needed to be a state ban to make a general law for California.

The bill makes it unlawful to sell, display and distribute for monetary and non-monetary consideration a fur product. The bill also would make it unlawful to manufacture a fur product in the state for sale.

The proposed law offers exemptions for the sale of vintage fur as well as fur products used for religious ceremonies. A ban would not regulate skins converted into leather or products such as shearling from domesticated animals. The ban would apply to clothing, handbags, shoes, slippers, hats and keychains that contain fur.

Civil penalties might be pursued against those convicted of selling or manufacturing fur products in California. For the first violation, there may be a fine of \$500. A

second violation might incur a fine of \$750. Lawbreakers might be fined \$1,000 for subsequent violations.

Supporters of the bill, including Marc Ching, the founder of **Animal Hope in Legislation**, said that California has made an important statement. "The legislature has passed a bill that will put an end to the suffering of countless animals due to the senseless cruelty of the fur industry," Ching said. "We are one step away from being the most compassionate state in America. Fur has no place in our society, and California is leading the movement."

Keith Kaplan, director of communications and public policy for the **Fur Information Council of America**, said that his group would explore legal challenges if the law is passed.

"In an era where so many important issues such as homelessness are troubling California, this legislature is paying attention to an issue that will cost taxpayers \$25 million in lost revenue and millions of lost dollars in enforcement and litigation," he said. "All for a ban that does nothing for animal welfare."

Kaplan said that fur products are already under scrutiny by the Federal Trade Commission and the U.S. Fish and Wildlife Service. He suggested that the state would be better served by following fur-harvesting and trading guidelines followed by luxury brands such as **LVMH** and **Kering**.

Another foe of the ban, Will Coggin, director of research for Washington, D.C.-based **The Center for Consumer Freedom**, said that the fur ban will set the stage for the erosion of personal liberties.

"California politicians want to police your closet instead of addressing real problems. By kowtowing to animal-liberation extremists, the legislature has set a scary precedent for more invasive laws that take away personal choices to wear leather and wool or to eat meat," he said.—*A.A.*

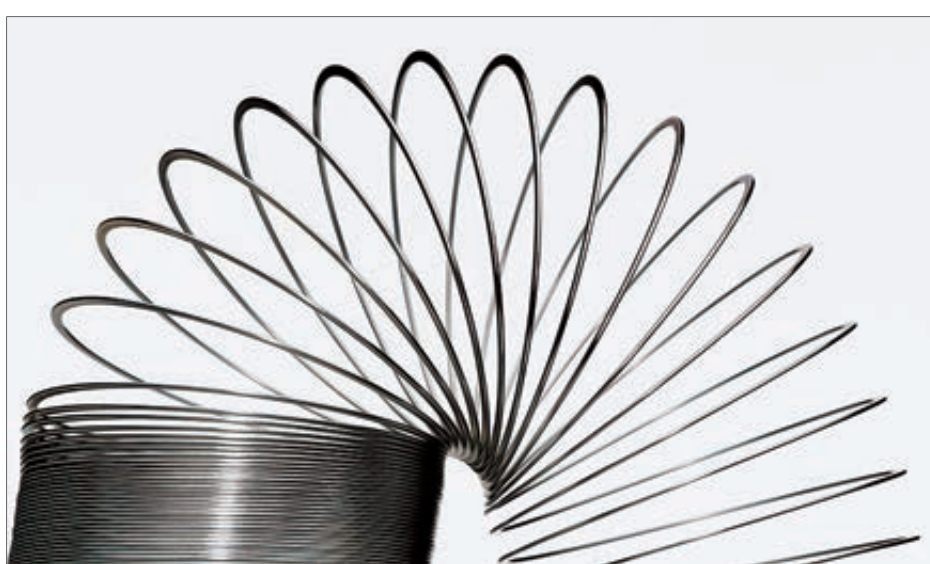
## Week in Review

**Macy's Inc.** released a five-point campaign on Sept. 10 that will deepen the department-store giant's commitment to diversity. The campaign said it would expand training of its staff to build a safe and comfortable environment for consumers at Macy's and Bloomingdale's by the start of the 2019 holiday season, increase representation in marketing and advertising, as well as increase more ethnic diversity at the senior-director level and above by 2025.

**Alibaba Group's founder, Jack Ma**, stepped down from his leadership role at the Chinese e-commerce giant on Sept. 10. Ma served as Alibaba's chairman. According to media reports, Ma will devote himself to philanthropy. Ma guided Alibaba from being a startup based in his apartment to a company that in 2018 was valued at a little under half a trillion dollars. He handed over the reins of the company to Daniel Zhang, who has served as its chief executive officer.

**Pop-star Rihanna** made one of the big splashes at New York Fashion Week. Her Savage x Fenty lingerie line put on a production Sept. 10 at Barclay's Center in Brooklyn, N.Y. Models showing the line included Victoria's Secret alumnae, including Cara Delevingne. Savage x Fenty also rolled back on what some consider limitations in lingerie imagery. Critics celebrated the show for including women who reflected a realistic representation of the female body.

**Rodarte** collaborated with the luxe brand Coach in 2017. On Sept. 9, Cole Haan announced that it had collaborated with the Los Angeles-headquartered Rodarte. The line, Cole Haan x Rodarte, will be delivered to Cole Haan's bricks-and-mortar stores on Sept. 24. The Cole Haan x Rodarte line will feature Rodarte's new styles for Cole Haan's Grand Ambition line of footwear and accessories.



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## Calendar

### Sept. 19

**Fashion Community Week**  
Hotel Zeppelin  
San Francisco  
Through Sept. 22

**The Deerfield Show**  
Embassy Suites Chicago  
Deerfield, Ill.  
Through Sept. 23

**Gift & Home Fall Market**  
LA Mart  
Los Angeles  
Through Sept. 24

### Sept. 23

**Dallas Design Week**  
Dallas Market Center  
Dallas  
Through Sept. 26

### Paris Fashion Week Women powered by The Society

Carousel du Louvre  
Paris  
Through Oct. 1

### Sept. 25

**China International Fashion Fair Intertextile Shanghai Apparel Fabrics Yarnexpo**  
National Exhibition & Convention Center  
Shanghai  
Through Sept. 27

### Sept. 26

**City of Hope's Fashion and Retail Leadership Council presents the Women's Leadership Panel**  
Line Hotel

Los Angeles

**Interfilière Shanghai Young Label Awards**  
Shanghai Exhibition Centre  
Shanghai  
Through Sept. 27

### Sept. 29

**The Trends Show**  
Phoenix Convention Center  
Phoenix  
Through Oct. 2

There's more on ApparelNews.net.

For calendar details and contact information, visit [ApparelNews.net/events](http://ApparelNews.net/events).

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

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# Domestic Production Is Central to the TateJones Mission

By Dorothy Crouch *Managing Editor*

In September 2018, high school friends Shawn Harrison and Stacey Horton launched **TateJones**, a female-founded, Los Angeles-based luxury-basics brand made in the City of the Angels.

For Harrison, who formerly owned a photo-production company, she found Horton, a former interior designer, to be the perfect partner as the two thrive on pursuing creative projects and share a passion for quality apparel.

“We started with a vision of creating garments that could be truly lived in from day to night or night to day depending on your lifestyle,” Harrison said. “We wanted something that could go between home, bedroom and office or following kids, hanging out with friends and traveling.”

Designing for themselves and, eventually, their families, Harrison and Horton created a collection of sweatshirts, oversized and more-fitted T-shirts, sweatpants and lounge shorts that include streetwear-style details and luxurious fabrics. Their color palette relies only on black and pepper white, a creamy hue. Each of the pieces could be worn either during a lazy day at home or paired with accessories and more-tailored garments to create looks perfect for the office or a night out.

With four children, three of whom are Millennial adults, Horton found inspiration through observing how the older children dressed, eventually incorporating design elements that reflected the stylish yet easy dressing she saw.

“My three adult children are all very on-trend, but I noticed the way they were expressing their creativity and fashion. It was this circulation of clothes on repeat. In reality, they were going to bed in what they wore during the day and basically doing the same thing over and over again,” Horton said. “When Shawn and I started talking about this, it resonated with me right away.”

Using a small-batch approach to manufacturing, the women of TateJones release a few pieces gradually throughout the year. With partners including **Asher Fabric Concepts**, **Epic Textiles** and **Pacific Knits**, they are proud to not only be made in Los Angeles but also sourcing their cotton, Modal



and Supima fabrics in the United States.

“We knew right away that we wanted to be in L.A. and produce in L.A. We respect and appreciate the city. We knew we would find everything we needed in L.A.,” Horton said. “It was important for our company ethos to court local businesses. We want to give back to the local economy. It’s helped us serve the interests of our customers. It’s helpful to the health of the entire domestic process.”

One element of the brand’s manufacturing is sourced from outside the United States. Using **Shindo** stretch twill from Japan, TateJones features this material to highlight details that are usually overlooked on apparel.

“That grosgrain is on our drawstring bottoms, it details many of our sweatshirts and borders all of our pockets for that little special luxury,” Horton said.

As a brand that relies on domestic manufacturing, TateJones is also committed to a more-sustainable approach throughout its entire supply chain. Harrison and Horton note that by manufacturing apparel in Los Angeles they are reducing TateJones’s carbon footprint, but they also wanted

to do more by relying on boxes, tissue and tape that are eco-friendlier than traditional options.

As one of the most notoriously pollutive components of packaging, sourcing sustainable poly bags posed a challenge, but Harrison and Horton remained committed to finding an eco-friendlier option and discovered a product that is produced in the United States from 100 percent recycled content and is recyclable at locations where #4 flexible plastic is processed.

“Making the commitment to not source from China is difficult—down to every little thing such as our tissue paper. The research and the time it takes to keep everything in the U.S. and sustainable is extremely enlightening,” Harrison said. “The packaging is an integral part of our business. We wanted to do it sustainably.”

Relying on a direct-to-consumer approach for selling their pieces, Harrison and Horton are not connecting with retail partners—yet. It is important to their mission to establish the brand’s reputation with their customers before opening up their collection to other businesses.

“We wanted to build a brand at a pace that works well for us,” Harrison said. “It is strong and it has its own character. We wanted the brand to become the brand before we started going into a lot of different directions.”

The tactic has proven successful as the women have noticed return customers buying their pieces as the brand continues to drop new product. As the year closes in on the fourth quarter, TateJones will release three new styles in time for the holidays but will also continue to sell its pieces from previous seasons. At least two new styles will be released in the spring.

“Given time, maybe those things will shift a bit, but a big mandate is to keep those core pieces there,” Horton said. “We are super honored. Our clients now are into their third buying trend and they keep coming back. We want to keep those original pieces in our line.”

Available online at [tatejones.us](http://tatejones.us), the brand offers men’s styles in S–XL and women’s pieces in sizes XXS–L priced at \$65–\$240. ●

## FREIGHT AND LOGISTICS

### Port *Continued from page 1*

“Throughout 2018, retailers and manufacturers pushed forward imports ahead of the tariffs trying to get their goods from China into the U.S. before the next round of tariffs,” Sanfield said. “That happened throughout 2018 and through much of 2019 as well. The result was the opposite effect of what the administration wanted.”

Noting that the port was in favor of tactics and policies that would aid in the growth of competition favoring American companies, in addition to expanding the job market in this country Seroka explained that his agency foresaw detrimental issues arising from a trade war with China. As the problematic trade relationship between the two countries escalated, the port warned of the negative effects that would be felt throughout Los Angeles and the nation by consumers as retail prices rise.

“We are the gateway to the Pacific here for Asian trade, and anything that happens on the global trade front is magnified in Los Angeles,” said Sanfield.

While sourcing goods from other countries is possible, shifting partnerships away from China isn’t an easy task, particularly when considering many of these relationships could have been in place and cultivated over a number of years.

“If we look under the hood at what this great year represented for the Port of Los Angeles, you’ll see that for every container we gain from new locations in Southeast and South Asia we lose 2.5 containers from China,” Seroka said. “In addition, because of retaliatory tariffs and other policies, the American exporter has been harmed irreparably. It will take seven Vietnams to make up for the loss of cargo in China due to these policies.”

During his time addressing the city council, Seroka illustrated that while imports from China fell 9.6 percent and increased 9.0 percent from all other nations for the period of January through June 2018 compared with the same time period in 2019, exports to all other countries fell by 1.1 percent and decreased 22 percent for goods exported to China.

“The stress that this policy has placed on our workers and

Latest Monthly Container Counts				
The table below shows container counts (TEUs) for the latest recorded month. Statistics for the prior month are released on or around the 15th day of the following month.				
August	2019	2018	Change	% Change
Loaded Imports	437,613.25	420,573.25	17,040.00	4.05%
Loaded Exports	146,254.00	162,465.00	(16,211.00)	-9.96%
Total Loaded	583,867.25	583,038.25	829.00	0.14%
Total Empty	277,183.55	243,999.65	33,183.90	13.59%
Total	861,050.80	826,638.40	34,412.40	4.17%
Calendar Year 2019	6,311,873.50	5,969,341.55	342,531.95	5.74%
Fiscal Year 2018/19	1,773,234.95	1,680,206.25	93,028.70	5.54%



companies will also be difficult to recover from in the future,” Seroka said during the meeting. “We’ve simply seen more [imports] trying to come into the United States in a choppy fashion and a lessening of exports widening the trade gap, which is counter to what this policy was originally designed to do.”

Despite the record numbers in August, representatives at the Port of Los Angeles don’t foresee the trend continuing. Now that higher tariffs have been enacted as of Sept. 1, it is likely that U.S. importers of goods from China have stockpiled

these items, which could send cargo numbers for the year into decline.

“We’re up year over year. We’ve had record growth, but we see some yellow flags ahead in the next few months,” Sanfield said. “[Last year], there was an import surge to beat the tariffs, which were coming Jan 1. We don’t expect those kinds of numbers year over year. September, which comes out next month, will likely be down compared to last September and the same for October, November and December.”

To monitor movement among shipments, the Port of Los Angeles is prepared to utilize its cutting-edge Port Optimizer technology. Through a partnership with **General Electric**, the Port of Los Angeles implemented this software to improve its vision of cargo that is imported, thereby helping to monitor port operations, which Sanfield noted relates to approximately one in nine jobs, or 1 million jobs, in Southern California.

“Ninety percent of world trade moves on the water,” he said. “The one thing that shippers and our industry don’t like is uncertainty. That is all we’ve seen in the last 18 months. In the maritime industry and logistics world this has created a lot of tension.”

While the Port of Los Angeles is preparing for what could be a rough few months ahead, there is hope for the industry as the organization called upon representatives for assistance. During his meeting with council members, Seroka explained that the time has come to work hard in the interest of improving trade relations.

“We’ve called for a negotiated settlement,” he said—“one that actively addresses the needs of the supply chain while understanding, as former U.S. trade representative and secretary of commerce Mickey Cantor, who is a resident of metro Los Angeles, states, ‘Rules-based trade is most important, and there are other remedies to follow through to make sure we’re all on an even playing field and we enhance the competitiveness of our city, our port and our nation.’” ●



## COMING UP!

Editorial, advertorial, special sections and bonus distribution for the next four weeks

### September 20

Cover: Fashion  
Trims, Accessories & Branding  
Retail Real Estate

Textile Preview with Tech and Resource Guide\*  
Trims, Accessories & Branding  
Advertorial  
Technology Advertorial

### Bonus Distribution

L.A. Majors Market 10/2-4  
L.A. Textile Show 10/2-4

### September 27

Cover: Textile Trends  
Quarterly Financial Report  
New Lines  
Fiber & Fabric  
Industry Focus: Finance  
Sustainability

Finance Advertorial  
Sustainability Advertorial

### Bonus Distribution

L.A. Majors Market 10/2-4  
L.A. Textile Show 10/2-4  
Style Fashion Week 10/10-13  
Brand Assembly 10/14-16  
Designers & Agents L.A. 10/14-16  
L.A. Market Week 10/14-16  
Label Array 10/14-16  
Atlanta Apparel 10/15-19

### October 4

Cover: Fashion  
LA Majors Coverage  
Made in America  
Performance/Active/Athleisure  
Industry Voices: Fashion  
New Lines

Fashion District Advertorial  
Performance/Active/Athleisure  
Advertorial  
Made in America Advertorial

### Bonus Distribution

International Fashion Week LA 10/8-10  
Denver Apparel & Accessory Market 10/13-15  
Brand Assembly 10/14-16  
Designers & Agents L.A. 10/14-16  
L.A. Market Week 10/14-16  
Label Array 10/14-16  
L.A. Men's Market 10/15-16  
Interfilere NY 10/16-17  
Atlanta Apparel 10/16-19  
Art Hearts Fashion Runway 10/17-20

### October 11

Cover: Textile Show Wrap  
LA Market Wrap  
What's Checking  
New Resources: Mens

### Men's Advertorial

### Bonus Distribution

Brand Assembly 10/14-16  
Designers & Agents L.A. 10/14-16  
L.A. Market Week 10/14-16  
Label Array 10/14-16  
L.A. Men's Market 10/15-16  
Art Hearts Fashion Runway 10/17-20  
Fashion Market Northern Calif. 10/20-22  
Dallas Market Week 10/22-25

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# Trusting Her Own Voice, Heidi Merrick Steps Away From Wholesale in Favor of D2C

By Dorothy Crouch *Managing Editor*

Over the summer, Heidi Merrick began to lay the groundwork for her plan to move away from wholesale partnerships with retailers, forge stronger relationships with her customers and answer only to herself in matters of business.

"There is pressure to do things the way you're supposed to do them," she said. "Every season, I hate shipping to stores and rushing and I find myself designing toward stores, which I think is the way to end your business. They want specific things and they're all closing."

Designing pieces that afford elegance to California's beach-and-surf culture, Merrick manufactures in Los Angeles, which has created a deep, personal relationship with

"We have so much data with what sells and doesn't sell and where we want to go. [Wholesale] is a channel that doesn't need to happen," she explained. "I always had to wait until after **LA Market** to buy fabrics and go into production. Now, I still need that lead time to produce for the web and my stores, but I am on my own timeline, which is healthy."

This timeline will allow Merrick to release goods on a schedule that more closely fits into an immediates calendar and the California lifestyle. In the past, the designer would have shipped her winter coats out to retailers in early August, but with her fresh, independent approach, she was cutting the pieces during the final week of the month.

"If I am direct-to-consumer, I can meet the way people are shopping now. They are not wardrobe planning, so you can wait until Oct. 15 to release your coat colors," she said. "California has such a specific Autumn/Winter and Spring/Summer seasonality, and it's never matched with New York."

Without the pressure to ship out to retail partners according to their timelines, Merrick is excited to have more time to think deeply about her collections, monitor customer response and consider client feedback directly from the source. Merrick will have the freedom to add or remove pieces from a collection throughout a season, but one traditional element to her business will continue.

"The thing that will remain is my love of doing a collection. I am a classic fashion designer, so I will always produce Autumn/Winter and Spring/Summer collections. That is an artform—a way to express yourself and say, 'This is how I see us dressing,'" she explained. "We'll be able to refine it in a way that we haven't before. That is the beauty of making it in Los Angeles."

Another area of focus for Merrick as she reclaims her business is the way in which her brand is represented at the bricks-and-mortar level in her boutique. For her sales associates, this means that they will be required to spend time in the studio each week learning about how clothes from the Heidi Merrick brand are made, the people who make them and how this is relevant to the label.

"They need to be real brand ambassadors. They need to understand how clothes are made. It's a consciousness that they can then pass on to customers," she said. "They see us, they see the people sewing the clothes, and it's so much more powerful than someone just clocking in."

By arming her associates with an education regarding her brand, Merrick believes her sales staff will be able to convey the message of how the brand's boutique size offers an authentic approach to quality.

"It will expand us as a fashion house," she said. "Instead of hiding that we're a small label, we can let that be a badge of our authenticity."

For now, Merrick is more committed than ever to creating beloved pieces for her clients and reveling in the independence she has worked hard to establish.

"It's going to broaden the collection, make it more accessible and, at the same time, give us the ability to offer those pieces that will be in a client's closet forever," she said. "It takes a bit of courage to listen to your own voice." ●



Heidi Merrick in her home

her brand. With an emphasis on quality, she designs garments keeping in mind the needs of the women who will wear her clothes, which retail from approximately \$39 for a belt and \$64 for a T-shirt to \$850 for a gown in silk noil or velvet.

"When I would make something exquisite, I knew the pricing would never work with stores," she explained. "That is the worst thing you can have as a designer."

Over the last year, it had become apparent to the designer that input from retailers wasn't always a sound representation of customer feedback, which left her feeling that she was designing for a buyer rather than a customer who was investing in special pieces.

"You rarely hear back from stores regarding customers," she said. "If I am direct-to-consumer, I can make as many as I want. My offering is going to be extra special because it doesn't fit into any expectations."

In addition to relying on her online presence, *heidimerrick.com*, the designer will retain a retail presence through her flagship location **H.Merrick of California**, at 115 West 9th St. in downtown Los Angeles. To celebrate this next step in her business, Merrick will redesign this retail space. She hopes to bring in more art installations, such as surfboards that were designed in collaboration with her brother Britt, the head designer and shaper at **Channel Islands Surfboards**.

Merrick is confident that she can navigate this new world of commerce in which larger department stores and retailers are struggling but independent bricks-and-mortar stores are evolving.

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What's Checking

Continued from page 1



Yosemite Collection

The **James Perse** brand is building a flagship for its multi-sports-oriented **Yosemite Collection** at 401 N. Canon Drive. The space is expected to be open for business by the end of this year, said **Jay Luchs**, vice chairman of **Newmark Knight Frank**, who brokered the deal to bring the brand to the street.

Just a couple of storefronts north, **Brooks Brothers** is opening a new Beverly Hills flagship at 425 N. Canon Drive. Luchs also brokered that deal, and he forecasted that the venerable suiting and fashion brand will open its shop later this year or in early 2020. Brooks Brothers will move into the former space of the men's suiting shop **Carroll & Co.**

Like other Beverly Hills shopping streets, N. Canon Drive enjoys a bustling pedestrian traffic. It has been the home to the **Avedon** men's contemporary boutique for a decade and the **Gratus** contemporary women's boutique for six years. There's also an **Alo Yoga** flagship at 370 N. Canon Drive. A 10,000-square-foot space on 460-466 N. Canon Drive is currently undergoing renovation, Luchs said, but he forecasted that



Brooks Brothers

the street's character won't change much. "There's not a lot of space left to lease. There's not going to be a big change on the street," Luchs said. "It will remain a charming local street that does well and where tenants make money."

For N. Canon Drive's fashion-store owners such as Reza Shekarchian, co-owner of **Avedon**, there is no desire for a major change on the street. Its local character brings a great mix of clientele. Shopping on N. Canon Drive are tourists staying at the city's exclusive hotels such as the **Montage Beverly Hills**, located a short walk away. N. Canon Drive also is a place where locals feel comfortable. "It's the restaurants. There are a lot of beauty salons," Shekarchian said. In a few months, one also should expect more fashion on the street.

North Canon Drive is not the only retail story in Beverly Hills. The affluent city is the address to Rodeo Drive, a world-famous district of flagship shops for European fashion houses, while contemporary shops do business on North Beverly Drive. A new multi-brand shop, **TAGS**, opened on North Beverly Drive in May.



TAGS

259 N. Beverly Drive  
www.tags.com

After a seven-year run on Sunset Plaza, TAGS moved its Los Angeles location to a 2,200-square-foot space in Beverly Hills, said Jackie Rose, TAGS' owner. The shop sells the TAGS brand and other labels. It also runs two stores in New York City and a long-term pop-up shop in Los Angeles' Century City section.

Like the New York stores, TAGS' Beverly Hills shop features white oak walls and flooring, Rose said. The shop's top-selling items include a TAGS-brand cream-colored hoodie, which retails for \$160. Rose said that the garment's accessibility distinguishes it. "It's good quality

for a reasonable price," she said.

TAGS also revived the 1980s brand **No! Jeans**. Colorful, pop-art cardigans by No! have been selling well, retailing for \$350. "They're fun. They're bright. It's funny how many people remember them. People tell me, 'I had a sweater like that in the '80s.' It's the same one, but they are more fitted. The sleeves of the 1980s sweaters were more oversized."

The other brands TAGS sells include **I Stole My Boyfriend's Shirt**, the most popular item being a vintage-style sweatshirt. The Los Angeles-headquartered label picks out vintage sweatshirts, T-shirts and military items and then transforms them with details such as paint splatters and embroidery. Sweats featuring embroidery with the word "California" retail for \$165.



Gratus

427 N. Canon Drive  
www.gratus.com

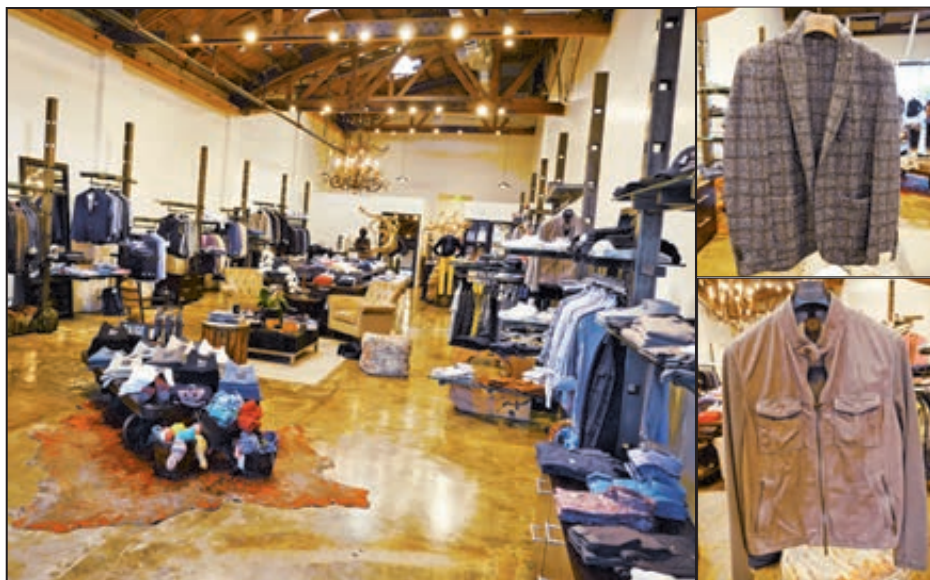
Like most fashion retail on N. Canon Drive, business at the Gratus boutique has been growing. Meredith Kaplan started Gratus in 2013 in a 650-square-foot space on the second floor of the **Courtyard** building at 427 N. Canon Drive.

A few years later, Gratus moved to a 2,000-square-foot space on the street level of the Courtyard. It's also been adding staff. Kate Ciepluch recently joined as Gratus's creative director. With growth, the mission of Gratus remains the same, Kaplan said. "We

offer fashion that you can't find at department stores. You can't find our designers at other places," she said.

The shop offers exclusive looks in surroundings intended to look familiar. Decorated with easy chairs and coffee tables, Gratus was intended to look like a friend's closet or one's home.

Top-selling items include the **Khaite** brand's Fall 2019 collection, including its Darla Gingham blazer, which retails for \$1,820. The **Rochas** fashion house makes a white collared shirt bearing embroidered roses. It retails for \$930. Another popular item has been the **Co.** brand's crew-neck sweaters, which retail for \$675.



Avedon

417 N. Canon Drive  
www.avedonboutique.com

For 35 years, Avedon has focused on men's suiting and contemporary clothes. In 2009, it moved to N. Canon Drive. Owned by Shekarchian and Yasmine Farmanara, Avedon started a made-to-measure shop called **Bespoke at Avedon**. The shop is managed by Stuart Newmark, who worked at Carroll & Co. before it closed earlier this year.

Shekarchian said that the made-to-measure business has been a strong addition

to the shop. However, men come to shop at Avedon for a wide array of clothes. A popular item is a **Patrick Assaraf** waffle-knit polo, which retails for \$275. Another popular item is the **L.B.M. 1911** brand's unconstructed blazer, which retails for \$850. Also popular is the **Gimo's** goatskin suede jacket, which retails for \$1,280.

Being a local hangout is important to Shekarchian and Farmanara. Coffees and teas are served on the ample chairs in the shop. "Customers should feel welcome and comfortable," Shekarchian said. "There is no pressure for sales. It works like a charm. Crowds bring crowds."

Planet Blue

409 N. Beverly Drive  
www.shopplanetblue.com

North Beverly Drive is one of the busier shopping streets in Beverly Hills. Planet Blue opened a shop on the street almost 12 years ago, and it gets a big mix of people, said Kailey Harman, Planet Blue's West Coast regional manager.

"We see all kinds of people in our Beverly Hills location," Harman said. "Many of them are people who work in Beverly Hills, Beverly Hills locals, people from West Hollywood. We also attract anyone who is a Planet Blue client that lives east of Beverly Hills as this is the closest location for them. Tourism makes up a huge percentage of our business, generally about 30 percent to 40 percent at any given time of the year."

Recently, Planet Blue Beverly Hills developed a shop-in-shop for the retailer's



**Blue Life** brand. Harman said that the retailer intends to roll out more Blue Life shops-in-shops in the near future. The Blue Life knits program is selling well. Popular items include the Vivienne sweater, which retails for \$152. Another Blue Life item selling well is the Hadid dress, which retails for \$156. Denim is a big category at the shop. Popular brands include **Mother**, **Frame** and **Agolde**.



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**FASHION**



Kenneth Barlis



Fernando Alberto Atelier

# The Bold and the Beautiful Shine Brightly During Art Hearts Fashion NYFW

During **New York Fashion Week**, the Erik Rosete-produced **Art Hearts Fashion** unveiled its shows Sept. 5–8 at the **Angel Orensanz Foundation** on Manhattan’s Lower East Side. Women’s and menswear shone brightly for **Kenneth Barlis**, whose shimmering designs brought an ethereal edge to the runway, while luxurious jackets in alluring textures relayed bohemian sophistication.

For **Fernando Alberto Atelier**, bright

colors and florals complemented flowy dresses, while **Argyle Grant** also designed with bright summer colors in mind for its men’s swimwear. Gowns with plunging necklines and thigh-high slits garnered attention at **Willfredo Gerardo**. **Kentaro Kameyama**’s dreamy collection afforded styles perfect for bedtime and party time. At **Mister Triple X**, models walked the runway in swim- and resortwear that would stand out while lounging poolside.—*Dorothy Crouch*



Argyle Grant



Willfredo Gerardo



Kentaro Kameyama



Mister Triple X

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# Vans Announces \$1 Million Donation, Biggest in Its History

By Andrew Asch Retail Editor

On Sept. 11, Vans announced that it was donating \$1 million to **Imagination.org**, a Los Angeles–headquartered nonprofit that produces programs to foster the creativity of youth.

Doug Palladini, Vans' global brand president, said that the donation will rank as the biggest charitable venture in the Costa Mesa, Calif.–based brand's history. He made the announcement at **Worldz 2019**, a marketing and networking event held in Long Beach, Calif.

Palladini also led a talk on building relationships with Gen Z. Other fashion executives who spoke at the event were Bob McKnight, co-founder of the **Quiksilver** brand; Sheila Shekar, chief marketing officer of **Athleta**; and Paige Adams-Geller, founder of the **Paige** brand.

Vans will donate the \$1 million on Nov. 21 at the first annual Vans Checkerboard Day. The day will be set aside for Vans fans, consumers and friends of the brand to participate in activities, workshops and programs that develop youth

creativity. Vans Checkerboard Day will take place at the Vans headquarters, Vans shops across the world, as well as in independent spaces.

Those participating in the event will be encouraged to wear the checkerboard design that has been a Vans icon since the late 1970s. Vans will sell exclusive tees and other items commemorating the day, Palladini said.

Vans Checkerboard Day was inspired in part by the **November Foundation**, which encourages men to grow mustaches in November to raise awareness for men's health issues. "It's a visible way to show that you are involved," Palladini said.

Imagination.org currently runs 200 chapters across the world, said Nirvan Mullick, founder of the nonprofit. The donation will allow it to add 100 chapters. It will focus on building new chapters in schools, especially those without arts and performance programs, Mullick said. But it won't be limited to schools. "In school and out of school, it's all



Doug Palladini

about a community that fosters creative expressions in kids," he said. New chapters will be organized in China, Switzerland and other locales. Imagination.org also intends to produce programs in refugee camps in places troubled by conflict. ●

## EVENTS

# Otis Names Fashion Building After Swimwear Giant Anne Cole

Star swimwear designer Anne Cole served as a mentor and major fund-raiser for the **Otis College of Art and Design** in Los Angeles' Westchester section before she passed at age 90 in 2017. Just as the 2019–2020 academic year started, Anne Cole's estate bequeathed \$2.5 million to Otis. The gift will endow the Anne Cole Scholarship Fund, which will offer financial assistance to fashion-design majors. On Sept. 6, Otis marked the gift with a ceremony to name a building after the influential swimwear designer.

The four-story, platinum LEED–certified Anne Cole Building will house classrooms and studios where student designers will study and work at the campus, which is relatively new. In 2016, the school's fashion department moved from downtown Los Angeles' Fashion District to Westchester, and it is still growing, said Mei-Lee Ney, Otis's chair of the Board of Trustees.

"Gifts like this change lives," Ney said to the crowd assembled for the naming ceremony. "Not just the lives of students who receive funding but also the teachers and the communities that benefit from their creativity. We couldn't do without that kind of support."

Rosemary Brantley, the chair emeritus of the Otis fashion department, said that Cole was one of the school's biggest supporters.

"She was the matriarch of swimwear in the nation for decades. She was a size small but with enormous stature. She was a woman who was absolutely destined to give back," Brantley said.

Cole was generous with her time, and she always went above and beyond the call of duty. She also served as a mentor to Jill Higashi Zeleznik, Otis's current fashion chair.

"Anne donated the very best materials," Brantley said. "All of the bolts of Lycra she donated could stretch from here to downtown Los Angeles. She wrote lots of checks and was responsible for the sales of a lot of tables [at Otis's annual benefit and fashion show]. For all of this, at least we could give her a fitting space. We named the Anne Cole Fitting Theater [which was in Otis's former downtown Los Angeles location] for her in 2008. And now, here she is with a whole building."

Ending the ceremony was Rod Beattie. He is a 1986 Otis graduate and currently serves as creative director for the swimwear label **Bleu Rod Beattie**. He also worked as a chief



From left, Jill Higashi Zeleznik and Rosemary Brantley

designer for the **Anne Cole Collection** in the 1990s, and the pair remained lifelong friends. He remembered Cole's design achievements.

"She believed that the woman should wear the suit and not the other way around," Beattie said. "In 1998, Anne and her design team created the tankini silhouette. This two-piece silhouette revolutionized the swimwear industry and is an industry classic today. Anne had a knack for surrounding herself with the most talented people, who understood her vision and made it a reality."

The Anne Cole Building has been instrumental in giving more of a sense of place to the Westchester campus, said Joseph Coriaty, a managing partner in the architectural firm of **Frederick Fisher and Partners**. His firm also designed the **Annenberg Center for Information Science and Technology** building at the **California Institute of Technology** in Pasadena, Calif., and the **Firestone Library** at **Princeton University** in Princeton, N.J.

Coriaty worked with the firm **Ehrlich Yanai Rhee Chaney Architects** to create the Anne Cole Building, which is located adjacent to a 230-bed dormitory. The building that bears the Anne Cole name and the dormitory are new structures that were unveiled in 2016. Situated across from



Anne Cole Building facade



Rod Beattie

two preexisting buildings, these additions created a campus environment, Coriaty said.

"It was about placing the buildings to make a central-campus town square. The ground floors of the new buildings offer student services," Coriaty explained. "They create a place where students from different disciplines come together in a collaborative way."—A.A.

## NEWS

# Arts District Fire Destroys Fabric Building

A major blaze destroyed a building at 1915 E. 7th St. during the early morning hours of Sept. 9, according to the Los Angeles Fire Department.

The flames gutted **Payman Fabrics**, a wholesale fabric firm. It occupied a 10,360-square-foot, one-story building near the corner of 7th and Mateo streets, which is a part of a burgeoning neighborhood of stylish restaurants and high-end retailers. Located a short drive away is **Dover Street Market**, co-owned by fashion star Rei Kawakubo.

No other buildings were damaged during the fire,

according to a statement from Brian Humphrey, an LAFD spokesman. The cause of the fire is currently under investigation, and a dollar amount of the fire damage is still being calculated. A man who answered a phone at Payman Fabrics declined to comment on the fire. The company sold fabrics produced domestically and overseas as well as table covers and chair covers, according to the fabric company's website.

It took firefighters almost three hours to knock down the fire, which started around 3:30 a.m. Humphrey said that three

firefighters were hospitalized due to injuries sustained from fighting the flames. None of the injuries was considered life threatening.

This summer, there was another devastating fire located a short drive away from the intersection of 7th and Mateo. On July 11, 109 firefighters battled flames at 1220 S. Wall St. It took the firefighters nearly two hours to put out the fire, according to a story published in *California Apparel News*. The fire destroyed two childrenswear stores.—A.A.



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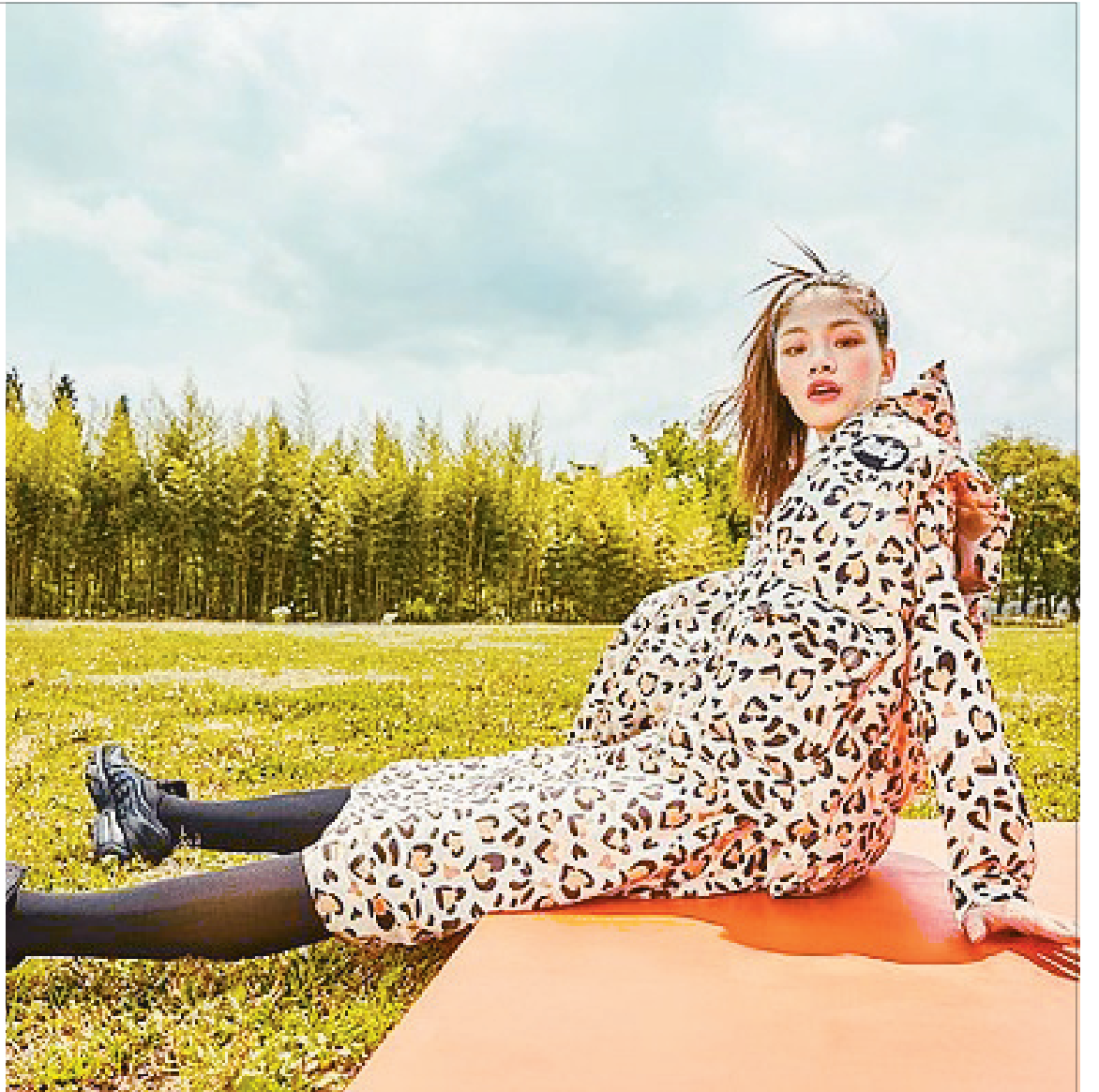
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