

CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR 74 YEARS

\$2.99 VOLUME 75, NUMBER 44 OCTOBER 25-31, 2019



LUXURY ON THE STREET

During LA Fashion Week at the Petersen Automotive Museum, Los Angeles brand the No. J showed Spring/Summer 2020 fashions. Designed by Jane Wu, the collection reflected a luxurious approach to street-inspired garments. For additional LA Fashion Week coverage, see pages 6 and 7.

No. J

MANNY LLANUJA

TRADE SHOW REPORT

FMNC Wraps Up Last Show of 2019

By Andrew Asch Retail Editor

At the final **Fashion Market Northern California** trade show for 2019, retailers looked for Immediates, Spring 2020 fashions and, for Claire Samaras of the **Angelique Boutique** in Sonoma, Calif., styles with an edge for a certain demographic.

“We’re not youth oriented, but my store’s customers are youthful in thinking,” Samaras said of her 17-year-old boutique. She and Angelique store manager Laurel Shrier looked for new lines at FMNC during its Oct. 20–22 run at the **San Mateo County Event Center** in San Mateo, Calif.

“We’re looking for age appropriate with an edge,” Shrier said. “It’s not easy.”

Angelique was one of the boutiques that primarily serves a demographic that has been called modern contemporary or missy. This customer group has been a focus for FMNC. The trade show is a regional market that attracts independent

➔ **FMNC** page 3

T-SHIRTS

Maui and Sons at 40: Special Tees Planned as Brand Charts Future

By Andrew Asch Retail Editor

Maui and Sons’ Sharkman character and pastel-flecked cookie logo seemed to be on the back of every surfer and beach-culture enthusiast in the 1980s and early 1990s. Decades later, Maui and Sons is observing a rare milestone for a youth-oriented clothing brand as it prepares to observe its 40th anniversary in 2020.

Located in a headquarters across the street from the Pacific Ocean in Los Angeles’ Pacific Palisades neighborhood, Maui and Sons is planning to celebrate in a way that’s fitting for a brand that started business with T-shirts. It will release a couple of special anniversary collections with a nostalgic look back to the brand’s early years, Blake Harrington, the label’s chief brand officer, said.

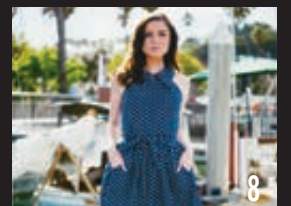
➔ **Maui and Sons** page 9

INSIDE

Where fashion gets down to businessSM



3



8

Fry named Z Supply president ... p. 2

NPD sees casualwear growth ... p. 2

Sustainable apparel discussion ... p. 4

Directives West ... p. 9

Fry Named President of Z Supply, LLC

On Oct. 23, it was announced that Mandy Fry, co-founder of the **Amuse Society** brand, was named president of **Z Supply, LLC**, an Irvine, Calif.-headquartered manufacturer of contemporary women's styles. Z Supply brands include its namesake Z Supply as well as **Rag Poets**, **White Crow** and **Others Follow**.

This is a new position for the company, and Fry will take over some tasks formerly directed by Greg Garrett, who currently serves as a co-chief executive officer for Z Supply. Fry started in her new role immediately after the announcement. She reports to Garrett and co-CEO John Zhao. Fry's responsibilities include design, merchandising, marketing, e-commerce and sales for all of the company's brands, Garrett said.

"Her proven track record, strong business acumen and innovative leadership skills made her a natural choice for the company," Garrett said in a statement. "Her passion for branding and design, her depth of experience, and our aligned goals will help as we push the brand portfolio into the next phase of growth."

Before becoming the company's president, Fry spent six months consulting for Z Supply, which sells to e-commerce and boutique spe-



Mandy Fry

cialty retailers such as **Polkadots & Moonbeams** in Los Angeles and **Jack's Surf Shop** in Huntington Beach, Calif. She started her career as a swimwear designer for **Quiksilver/Roxy** in 1997, later serving as a senior design director for **Billabong** and a vice president of the women's division at **Volcom**. From January 2014 to March 2018, she worked as president and creative director for Amuse Society.

"After six months of consulting for Z Supply, it was refreshing to see how innovative their operational structure was," she said in a press release. "I am very impressed with the streamlined infrastructure, sourcing relationships and overall backend operations. Greg, John and I are aligned on our vision for the future of the Z Supply portfolio of brands and are excited to work with the talented team to take the

brands to new heights."

In December, Z Supply will move to new headquarters, according to a company statement. The 23,000-square-foot space is located in Costa Mesa, Calif., which is a hub for surf, skate and action-sports brands.—*Andrew Asch*

Casualwear Continues to Grow, NPD Group Says

There have been a lot of headlines proclaiming the prominence of activewear in American wardrobes, but, according to a recent report from **The NPD Group**, the action is in casualwear.

"Fashion's future depends on casual clothing," Marshal Cohen, NPD's chief industry adviser, said in a statement. "But, today's casual fashion is different from what was once referred to as 'sportswear' in the American fashion industry."

Nonactive casual clothing represents more than half of the U.S. fashion industry's sales. This category made \$103 billion in the 12

months ending June 2019.

This category includes casual pants, polo shirts and blazers. It does not include activewear, outerwear, tailored apparel and underwear. Casual is becoming more specialized, according to the report. Casual styles have embraced fabrics that formerly were the sole domain of activewear, such as antimicrobial and wicking fabrics. Other features in demand include stain-resistant and wrinkle-resistant clothes, Cohen said.

"Today's definition of everyday apparel has no clear boundaries, and this is the approach today's apparel manufacturers and

retailers need to take," Cohen said in a press release. "It's about delivering clothing that solves consumer problems while staying true to your brand."

The report measured the reach of the casualwear market. Specialty stores took 29 percent, the lion's share of the casualwear business; department stores made up 15 percent of the market; and off-price retailers made up 14 percent.

Cohen said that this market will be marked by change. Growth in the casualwear market will come from off-price and manufacturer-owned/direct-to-consumer stores.

Along with casual, comfort is a major concern for consumers, according to a separate NPD report.

Released in July, the "Future of Apparel" report noted that sweats, swimwear, dresses and sleepwear would drive fashion-industry growth. In the 12 months ending May 2019, total sales of sweats and active bottoms, including adults' and children's products, grew 8 percent to \$23.6 billion, and sleepwear sales increased 2 percent to \$7.8 billion.

—A.A.

Garment Worker Center Organizes Nationwide Ross Protests

The **Garment Worker Center**, a downtown Los Angeles organization that represents garment workers, is planning a protest Oct. 31 outside of **Ross Stores Inc.**'s **Ross Buying Office** at the **California Market Center**.

The protest will be one of 14 protests and pickets in front of Ross Stores properties around the nation on the 31st. Since the protests will take place on Halloween, protesters were encouraged to appear in costumes and masks. On Oct. 25, the group and its partners were scheduled to organize a protest in front of the penthouse of Barbara Rentler, Ross Stores' chief executive officer.

The protests are part of the GWC's "Pay Up, Ross" campaign, which has run since 2016. The labor organization alleges that Ross Stores has a long record of underpaying workers and allowing sweatshop conditions in workplaces. Ross denies the claims. "Ross does not own or operate manufacturing operations in Los Angeles or elsewhere. The claims made by the Garment Worker Center are between the manufacturers' subcontractors and their workers, not Ross employees," a Ross statement said. "Ross Stores fully supports workers' right to fair wages and safe working conditions."—A.A.

Week in Review

Sam Ben-Avraham became a star in the fashion business through building trade shows such as Liberty Fashion & Lifestyle Fairs and Project, as well as running the now-defunct retailer Atrium. He recently made waves by making an audacious bid to buy the influential yet bankrupt retailer Barneys New York Inc. He's competing against a \$271.4 million stalking-horse bid led by Authentic Brands Group. Ben-Avraham's group of investors includes his relatives, including Ronnie Fieg of the influential streetwear shop Kith; Ron Burkle, co-founder of The Yucaipa Companies; and Andrew Rosen of the Theory label. Ben-Avraham explained his reasons for mounting the campaign on the website *savebarneysny.com*. "We can do better for the broader community of fashion designers, creative professionals and employees. We have a solution that doesn't involve mass layoffs and store closures," the open letter said. "Our team has been working around the clock to save it from a disaster. We will lose an icon—no other retailer but Barneys can claim to be more than just a retailer—and also a cultural protagonist."

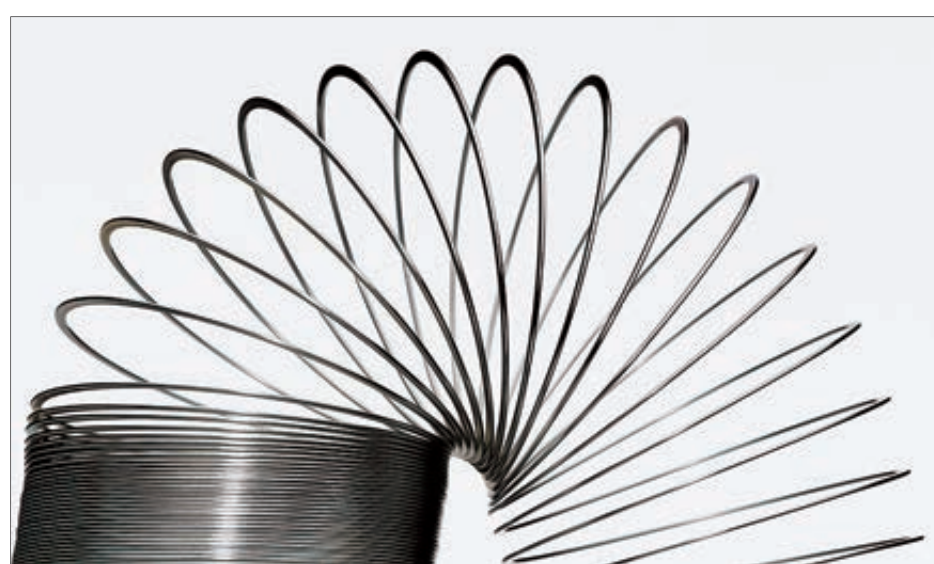
Nike Inc. announced Oct. 22 that Mark Parker, chief executive officer, president and chairman of the athletic footwear and apparel giant, would be stepping down Jan. 13, 2020. He'll be replaced by John Donahoe, who was a former president and CEO of eBay, Inc.

Said Parker in a statement, "I am delighted John will join our team. His expertise in digital commerce, technology, global strategy and leadership combined with his strong relationship with the brand make him ideally suited to accelerate our digital transformation and to build on the positive impact of our Consumer-Direct Offense."

Kevin Plank, the founding chairman and chief executive officer of Under Armour Inc., announced on Oct. 22 that he was resigning. Under his watch, Under Armour became a rival to Nike. He will remain on the job until Jan. 1, 2020, when he will be replaced by Patrik Frisk, who currently serves as the footwear-and-athleticwear company's president and chief operating officer. Plank will continue to serve on Under Armour's board of directors.

H&M USA, an American division of Swedish retailer H&M, recently introduced Spanish-language website services. At the web address https://www2.hm.com/es_us/index.html, shoppers can find information on H&M services and e-shop in Spanish, said Stefan Vos, chief financial officer for H&M North America. "The H&M brand currently operates in 50 online markets, in 20 respective languages, so it was an easy decision to extend our site to our U.S. Spanish-speaking community of fashion fans," Vos said.

Tejidos Royo, a Spanish manufacturer, exhibited its DryIndigo process at Kingpins Show, an influential denim trade show which ran Oct. 23 through 24 in Amsterdam. The manufacturer claimed that its DryIndigo process uses no water in its dyeing process of denim. Campaigns across the world are promoting water reduction during manufacturing. This summer, Fast Retailing, Uniqlo's parent company, unveiled a water-cutting process with an average reduction of 90 percent and as much as 99 percent.



WHEN IT COMES TO MEETING YOUR FACTORING NEEDS, WE'RE FLEXIBLE.

At Hana Financial, our resources and experience enable us to make decisions and to execute them quickly. Whether your business needs factoring, asset based lending, or other services, we provide an efficient and effective service for you.



Hana Financial

Los Angeles | New York
www.hanafinancial.com

Butterfly Artifact Enters the Market With Fresh Distressed Designs

By Dorothy Crouch *Managing Editor*

Furniture designer Eileen Kennedy has enjoyed success through her **Pulse Requisite** custom-furniture business, **Juice** line of wood furniture and **Rain** fire-resistant trivets. As a graduate of New York's **Skidmore College** art program, the creative mind of Kennedy will not allow her to rest. Recently she hit the apparel-trade-show circuit to introduce **Butterfly Artifact**, a direct-to-consumer denim brand that offers a fresh approach to distressed styles. It made its trade-show debut during **L.A. Market Week** earlier in October.

Despite Kennedy's hands-on approach, she is exhibiting at trade events to find the appropriate retail partners.

"We did L.A. Market, **Fashion Market Northern California**, and we're going to be at **CALA** in San Francisco Nov. 5-6 sharing a booth with Valerie Hambas," she said. "FMNC was great for networking—connecting with other brands, manufacturers and reps."

An entirely California-made brand whose supply chain reaches from Los Angeles to Nevada City, Butterfly Artifact uses hand perforation techniques for a unique look that is more polished than jeans manufactured with holes yet offers greater self-expression than plain styles. Currently available at wearbutterflyjeans.com, four-pocket Butterfly Artifact jeans are made in sizes 25-34 and retail for \$260.

"People love the way it feels, and it looks like embroidery," Kennedy explained. "It's a process that is very aligned with my company's capabilities. We have the in-house skills and techniques in place. It's also something that adds a lot of value. It's subtle, it's interesting, and it adds luxury and texture."

While producing denim might be a new venture for Kennedy, she feels that her skills as a furniture designer have been transferable to her recent pursuit.



SHERI GIBLIN



"If you can draw a full technical drawing, it's a crossover into patternmaking once you understand the parameters and have a basic understanding of construction," she said. "For me, my sweet spot is how

to add value and interest to something that is very American, simple and straightforward.

Once Kennedy sources fabric in Los Angeles from suppliers such as **Pacific Blue Denim**, the pieces are constructed in San Francisco as a skinny jean in three different perforations. The Jennifer, Brigid and Sonia are then finished at the Butterfly Artifact studio in Nevada City.

"A lot of people don't like the big rips, but they are looking for something unique to stand out," she said. "This is a delicate embellishment that can give you a sense of individuality and self-expression in your clothes, but it's not a loud statement."

The brand is American made and manufactured in California, but it also offers a style that is eco-friendly. One-third of the Butterfly Artifact collection is undyed, unbleached and relies on a natural cotton color. The other hues are a black pant and tan style, but no additional processes or washing are required once Kennedy buys the fabric.

"I was doing a lot of dyeing during the research-and-development process," she said. "I was pretty appalled at how much water is in the waste of dyeing garments. It's an incredible amount of water per piece due to the rinsing process. I wanted to align my company away from that."

Though Butterfly Artifact will not rely on unnecessary, potentially harmful processes, Kennedy believes that there is a place for color in denim through larger operations that adhere to recycled-water practices and ecologically sound production. For her own brand, Kennedy will expand, building up the three core skinny-jean styles that are launching for Spring 2020 by adding wide-leg and straight-leg options for Fall 2020.

To keep with a more-sustainable mission, Kennedy is also searching for sustainably dyed or organic fabric.

There is one aspect of manufacturing that Kennedy is passionate about when making her denim. "I've been asked if I would manufacture in China or if made in the U.S.A. is important to me," she explained. "For a startup like mine and a company of my size, one of the most important things to know is who you're working with and building relationships. I love going to the patternmaker and market to find contractors. It's not a digital way of relating—we talk." ●

TRADE SHOW REPORT

FMNC *Continued from page 1*

boutiques primarily from Northern California and produces five shows annually.

Samaras and Shrier said that they ordered styles with animal prints. "It's still trending," Shrier said. "There are a lot of mustard and gold colors on the market."

Kelly Chieran, buying director for the Orem, Utah, e-boutique **Limelush**, also said that animal prints are the sovereigns of the fashion jungle. "Animal prints are bigger than they have ever been," said Chieran, who started her buying-director job in July. She was looking for chenille sweaters as well as feminine dresses with ruffles. "The color rust and earth tones have been great for this fall," she said.

Kimberly Leo walked FMNC to look for styles that would suit the boutique business at her **Namaste** yoga studios in Oakland, Calif. High-waisted yoga leggings have been popular, she said. Her clients have also been buying matching yoga bottoms and tops instead of separates. She also looks to the wider market. "We still see so much fuzzy stuff, like faux-fur jackets," she said. Accessories and basics for layering are also popular.

Natalie Risner and Laura Bjorklund were shopping for their four **Apropos** shops in San Luis Obispo, Calif.

"It feels like a lot of '60s and '70s vintage is out there. There's nothing that feels that new," Bjorklund said of the fashion scene. "But frayed jeans seem to be going strong," Risner said.

Around 193 exhibitors displayed goods ranging from tops, denim, footwear and scarves to jewelry and gifts at FMNC. The exhibitor count was about even with FMNC's October 2018 show, said Mary Taft, the show's executive director.

"It's been busy," said Nina Pérez of the **Nina Pérez Showroom**, which represents brands such as **Flax, Niche, Coobies** and **Paper Label**. She forecasted an uptick in sales compared to the October 2018 FMNC show. "This year has been up and down for stores," she said. "But people are still planning for next year."

Don Reichman of **Reichman Associates** said that the first day of the show was very busy and retail traffic was steady during the following days. At his booth, which represents brands such as **Damee, Elana Kattan, Brand Bazar** and **Karissa & Me**, Reichman noticed common shopping habits



Margo Zatkovich of My New Arms



Marcia George of Margaux Mill Valley



Nina Pérez of the Nina Pérez Showroom

among buyers at the show.

"People shopped the brands they were already doing well with," he said. "They are looking for new looks from lines that they have ordered from before."

At his label's 20-by-20-foot booth, John Kim of **Mystree** was fulfilling a new role during the October 2019 event after the brand's long-term representatives Jerry and Judy Wexler retired in January 2019.

"We had our core Northern California customers come to the show," Kim said. "Jerry and Judy told me that the retailers at these shows are loyal and local."

Karen George of **Karen George and Co.** estimated that traffic was up because the weather during the show was warm and sunny and in the high 70s. During the October 2017 show, Northern California was hit by wildfires that caused around \$14.5 billion in damage. In October 2018, the region was hit by another severe firestorm season that ended with the devastating Camp Fire, which decimated Paradise, Calif., in November.

"It feels better because we're not coming off of horrific tragedies like fires," George said. The tourism business in Northern California's wine country has experienced a rally after setbacks from the fires, Samaras of the Angelique boutique said.

FMNC served as the trade-show debut for the dress line **Margaux Mill Valley**. Marcia George started the dress line in April. Made in Mill Valley, Calif., the line offers day-to-dinner dresses with wholesale price points ranging from \$74 to \$299, George said.

Another new vendor was **My New Arms**, headquartered in Windsor, Calif. The brand offers racer-back and bra tops connected to sleeves made out of spandex and nylon. This sleeve design helps shape women's arms, said brand founder Margo Zatkovich.

"Women are excited to wear sleeveless-looking clothing again," she said.

Another brand making its FMNC debut was **Jeanie Clip**, headquartered in Reno, Nev. The accessory brand makes a clip over the front button on the waist of jeans. Brand founder Jessica Patterson said that these waist buttons can damage and put holes in tees made out of light fabrics, which the clip prevents.

Also making its debut at the show was Los Angeles-headquartered **Chris & Carol** with young-contemporary looks that provide a missy fit, said Caroline Kim, a namesake of the label, which is designed by her mother. The brand's styles are made in Los Angeles and are wholesale priced from \$7 to \$25. ●



California Fashion Foundation

From the heart of the California Fashion Association

Please Donate!

We ask for your continued generosity in support of the Fashion Foundation's annual event, benefiting 200 children from families with limited means. This celebration is often the only one these children have...

72nd Annual Christmas Event for Children

Wednesday, December 11, 2019

3:30pm - 5:30pm

Cooper Design Space

860 S. Los Angeles Street, Penthouse

Please join your fellow industry members and contribute dollars for gifts for the children's gift bags.

BE A SPONSOR AND JOIN US!

Confirmed Sponsors to date include:

California Apparel News; Aims 360; Ann Davis; Barbara Fields; Ben & Joyce Eisenberg Foundation/The New Mart; Cooper Design Space; CIT; Findings Inc.; FIDM; Fineman West; Jakk's Toys; Jainsons International, Inc.; Jerry Leigh; J.P. Morgan Chase; Karen Kane; Kaufman & Kabani; KWDZ Manufacturing; Moss Adams; Nature USA; Ragfinders of CA; Stony Apparel; Tiger Group; White Oak Commercial Finance

Donations made payable to:

California Fashion Foundation
444 S. Flower Street, 37th Floor
Los Angeles, CA 90071
or ... call 213 688 6288



The California Fashion Foundation is established as a 501(c)(3) California Public Benefit Corporation. Tax ID: 95-4677121

SUSTAINABILITY

Environmental Concerns Create Necessity for Sustainable Practices in Apparel

By Dorothy Crouch Managing Editor

An early-morning meeting hosted at the City Club in downtown Los Angeles challenged apparel-industry leaders to cease the sustainability lip service and begin making genuine changes in garment manufacturing. The event, named "Sustainability? Not everything 'organic' can be achieved with a broad brush. How does your business handle the issue?" was hosted by the California Fashion Association, led by the organization's president, Ilse Metchek, and moderated by Wells Fargo Trade Capital Executive Vice President Kevin Sullivan. He reflected on a bygone era before commenting on the necessary shift clothing manufacturers must make to remain relevant.

"When the city of L.A. forced the dye houses to leave, they simply went to other countries where the byproducts just rolled down the street and my first thought was, 'Well, it's the same planet—how does that make sense?'" he said. "Sustainability is no longer an idea on the part of retailers who don't practice what they preach. It's become a mandate."

Included on the panel were insiders who hailed from different areas of the apparel business. These leaders included Michael Smith, principal at the impact fund PonValley; Michael Kane, vice president of the Vernon, Calif., clothing company Karen Kane Inc.; Jeff Seabright, co-founder of Imagine, which helps companies shift toward greater sustainability; and Elena Kocherovsky, formerly of the Sustainable Apparel Coalition, where she helped develop the Higg Index and is currently principal consultant at the Anthesis Group, which provides sustainable consultancy.

To increase its sustainable efforts, B-Corporation Certified Karen Kane Inc. has moved toward a process of holding accountable everyone from employees to supply-chain partners.

"The biggest objective is educating everyone within the company regarding what practices we can change to become more sustainable," he said. "As part of our employee-review process, every year we sit down with

everyone who is a purchaser to review how they are purchasing everything from paper to trim."

While the panelists emphasized the need for immediate change within the apparel industry, they did note companies must take action with real solutions moving forward.

"There is business value to be derived from sustainability," Kocherovsky explained. "The next five to 10 years are going to look very different. Don't forget about market share and staying relevant. Investors are starting to ask questions regarding your environmental performance."

Responding to a comment from the crowd regarding valuation of sustainable efforts in apparel manufacturing, Smith explained that businesses can start small. If companies entertain private-equity partners, Smith noted that those who aren't working at an environmentally sound or ethical level will be left behind, yet small steps such as repurposing or selling dead-stock fabrics can make a big impression.

"Not only will you get crushed on valuation of where your business is today, but they're going to consider all the choices you need to make to become a sustainable business," he explained. "You need to do everything you can for immediate cost savings; when you show that you're with the trends of the future, you have a much stronger story if you're selling to private equity."

While discussing the G7 Fashion Pact that was introduced over the summer by French President Emmanuel Macron and adopted by companies including Adidas, PVH, Kering, Nike, H&M, Burberry, Armani, Gap, Ferragamo and Stella McCartney, Seabright was optimistic.

"The issues are quite significant, and the amount of time we have to address them is rapidly diminishing. There were about 32 CEOs who became committed to [the pact] a few months ago. It's up to approximately 60 today," he said, noting that many were European companies. "In California, it feels very much like a European context because we have a progressive government that is focused on important social and environmental issues." ●

Calendar

Oct. 27

Stylemax
theMART
Chicago
Through Oct. 29

Trendz

Palm Beach County Convention
Center
Palm Beach, Fla.
Through Oct. 29

Nov. 3

Trend Seattle
Pier 91, Smith Cove Terminal
Seattle
Through Nov. 5

Nov. 4

Coast
Moore Building
Miami
Through Nov. 5

Nov. 5

CALA
Fort Mason Center
San Francisco
Through Nov. 6

Outdoor Retailer Winter Market

Colorado Convention Center
Denver
Through Nov. 7

Nov. 11

CALA
Denver Merchandise Mart

Denver
Through Nov. 12

Nov. 13

Performance Days—Functional
Fabric Fair
Messe München
Munich
Through Nov. 14

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.

POSTMASTER: Send address changes to: CALIFORNIA APPAREL NEWS, Customer Service, PO Box 4419, Orlando, FL 32802. CALIFORNIA APPAREL NEWS (ISSN 0008-0896) Published by TLM PUBLISHING INC. APPAREL NEWS GROUP Publishers of: California Apparel News, Market Week Magazine, New Resources, Waterwear, New York Apparel News, Dallas Apparel News, Apparel News South, Chicago Apparel News, The Apparel News (National), Bridal Apparel News, Southwest Images, Stylist and MAN (Men's Apparel News). Properties of TLM PUBLISHING INC., California Market Center, 110 E. Ninth St., Suite A777, Los Angeles, CA 90079, (213) 627-3737. © Copyright 2019 TLM Publishing Inc. All rights reserved. Published weekly except semi-weekly first week of January, second week of July and first week of September. Periodicals Postage Paid at Los Angeles, CA, and additional entry offices. The publishers of the paper do not assume responsibility for statements made by their advertisers in business competition. Opinions expressed in signed editorial columns or articles do not necessarily reflect the opinions of the publishers. Subscription rates: U.S.: 1 year, \$89; 2 years, \$140. Foreign: \$180 U.S. funds (1-year subscription only). Single-copy price \$2.99. Send subscription requests to: California Apparel News, Customer Service, PO Box 4419, Orlando, FL 32802 or visit www.apparelnews.net. For customer service, call (866) 207-1448.



SPEND LESS TIME PRINTING AND MORE TIME CREATING



Single-step solution for on-demand, wide-format pigment printing

See more at [Kornit.com/AM/Presto](https://www.kornit.com/AM/Presto)



FASHION



Adolfo Sanchez



Bedlam Hoc



Bishme Cromartie



Coral Castillo

LA Fashion Week SS2020 Showcases International and L.A. Designers

By Dorothy Crouch *Managing Editor*

Returning to the **Petersen Automotive Museum** in Los Angeles' Miracle Mile neighborhood, **LA Fashion Week** showcased new collections that included garments created by designers from around the globe and those based in the City of the Angels. The Arthur Chipman-produced event provided a platform to local designers including **Adolfo Sanchez**, **Coral**

Castillo—who was honored with this season's Moss Adams Fashion Innovator award on Oct. 11, **Farinaz Farzaneh**, the **No. J** and **Smock Me**.

LA Fashion Week also created space for international artists to unveil their Spring/Summer 2020 collections, which drew inspiration from an array of sources. With an opening night from Peru's **Noe Bernacelli**, who created an elegantly tailored collection based on the impossible

romance between a serpent and a raven, to the sparkle and shimmer of London's **Luoof Studio** by designer Lena Loffurzzi, the LA Fashion Week runway featured styles to suit every fashion palate.

From Oct. 8 through 12, LA Fashion Week's unveiling of new styles among automotive machines that can reach record-breaking speeds was an exciting juxtaposition with the thoughtful work of dedicated garment designers. ●



Farinaz Farzaneh



Inkover



Kanapot



Landmeé



Luoof Studio



Noe Bernacelli

FASHION



No. J



Renim Project



RSquared Atelier



Salisa



Smock Me



Tako Mekvabidze

WIN BIG ON FALL FASHION

FEBRUARY 2nd - 5th 2020

Las Vegas

www.IFJAG.com

IFJAG™

INTERNATIONAL FASHION JEWELRY & ACCESSORY GROUP
 "WHERE VOLUME BUYERS COME TO SHOP"

Benefits

- Complimentary buffet buyer lunch
- Complimentary local transportation to and from exhibition

February 2-5, 2020
 Embassy Suites
 4315 Swenson Street
 Las Vegas, NV
 Hours: 9am - 6pm Daily

New vendor inquiry info@ifjag.com



Cinergy Textiles, Inc.

Get Inspired!

Hundreds of Stocked Novelty Knits, Wovens, Linings and More!

One Roll Minimum.

www.cinergytextiles.com
Tel: 213-748-4400
ramin@cinergytextiles.com

ARE YOU LOOKING FOR AN APPAREL SUPPLIER IN

BANGLADESH

VIETNAM

INDIA

We specialise in apparel production in Bangladesh, Vietnam and India. For the last 28 years, we have been working with large retailers in Europe, the USA & Canada. We are currently exporting over \$200m in goods from Bangladesh alone.



TEX LINE ASSOCIATES PTE LTD
contact@texline.com.sg
www.texline-global.com

Texline Associates Pte Ltd- Bangladesh, Vietnam, India and Singapore since 1982. Photo by Tara Evans on Unsplash

Go Beyond the News and Behind the Scenes

The editors and writers of *California Apparel News* are blogging at *ApparelNews.net*



Apparel News Group
110 E. Ninth St., Ste. #A-777
Los Angeles, CA 90079
www.apparelnews.net

Apparel News Group



Seventy-four years of news, fashion and information

CEO/PUBLISHER
TERRY MARTINEZ

MANAGING EDITOR
DOROTHY CROUCH

RETAIL EDITOR
ANDREW ASCH

CONTRIBUTORS
TIM REGAS
NICOLE MARTINEZ
JOHN MCCURRY
NATALIE ZFAT
VOLKER CORRELL
JOHN ECKMIER
CHRIS MARTIN
NICK VERREOS

WEB PRODUCTION
MORGAN WESSLER

CREATIVE MARKETING DIRECTOR
LOUISE DAMBERG

DIRECTOR OF SALES AND MARKETING
TERRY MARTINEZ

SENIOR ACCOUNT EXECUTIVE
AMY VALENCIA

ACCOUNT EXECUTIVE
LYNNE KASCH

BUSINESS DEVELOPMENT
MOLLY RHODES

SALES & MARKETING ASSISTANT/
RECEPTIONIST
CHLOÉ HULETT

ADMINISTRATIVE ASSISTANTS
ASHLEY KOHUT
CHRIS MARTIN
RACHEL MARTINEZ

SALES ASSISTANT
PENNY ROTHKE-SIMENSKY

CLASSIFIED ACCOUNT EXECUTIVE
JEFFERY YOUNGER

PRODUCTION MANAGER
KENDALL IN

FINANCE
DAVID MARTINEZ

PUBLISHED BY
TLM PUBLISHING INC.

APPAREL NEWS GROUP
Publishers of:
California Apparel News
Waterwear
Decorated

EXECUTIVE OFFICE
California Market Center
110 E. Ninth St., Suite A777
Los Angeles, CA 90079-1777
(213) 627-3737
www.apparelnews.net
webmaster@apparelnews.net

PRINTED IN THE U.S.A.




ALEXANDRA WALLACE



HANNAH MEADER

Lawren Michele Founder Breaks Ranks From Other Fashion Designers

Lawren Cappelletti was happily living at **Vandenberg Air Force Base**, near Lompoc, Calif., with her husband, Michael Cappelletti, who serves in the Air Force, but in 2016 she thought that she'd make a few changes. She would return to school, pursue an arts degree and start a fashion line. It was no pipe dream.

In 2016, she was accepted into **Syracuse University's** College of Visual and Performing Arts. When she graduated in 2018, fashion icon Iris Apfel personally chose Cappelletti's designs to be honored with the Iris Apfel Award.

During this time, Cappelletti also was awarded a \$5,000 stipend by the New York-headquartered **Fashion Scholarship Fund**. She, along with model Coco Rocha and "Project Runway" winner Christian Siriano, were among the guests of honor at FSF's gala reception in January 2018.

"The cast of [the Netflix series] 'Orange Is the New Black' was two tables away. I forgot to eat my food," Cappelletti said of the event.

Instead of using her FSF connections to get a job with a prestigious fashion company or retailer, Cappelletti used her stipend to start her self-named line, **Lawren Michele**, last year. She also returned to Vandenberg Air Force Base, where her husband is a flight chief who monitors the radar, airfield and weather systems.

"He is supportive of any crazy idea that I have. He says, 'What do we have to do?' Without that support, it would be difficult," she said.

She currently produces Lawren Michele with sewers living in the Central Coast towns of Santa Maria and San Luis Obispo, Calif. Limited runs of her fashions are available on her direct-to-consumer channel, *lawrenmichele.com*.

On Nov. 10, she will produce a pop-up shop at the **Bodega Los Alamos** wine bar in the Central Coast's Santa Ynez wine country. She also is considering selling wholesale again. From 2013 to 2015, she briefly worked with a showroom in Boston to wholesale the first run of her Lawren Michele brand. This venture was placed on hiatus when she earned her bachelor of fine arts in fashion

design from Syracuse.

It is uncommon for recipients of an FSF scholarship to start their own businesses, said Peter Arnold, FSF's executive director. The great majority of FSF scholars choose to pursue jobs at fashion retailers and brands that partner with the FSF program. Cappelletti wanted to be her own boss and has not changed directions, he added.

"Lawren makes her own patterns, she makes her own samples, and she is the customer," Arnold said. "A second sample set is worn by her, washed by her, tested by her. Lauren's approach is very hands-on."

Her emerging line already has some pieces that have been repeated, including the sleeveless Elena dress. "It's an easy dress to wear," she said. "It features ruching on the sides and the shoulders. It also has pockets."

The Paulina dress is made out of a soft, breathable cotton. It features a double-collar detail and deep pockets.

"I make sure that my big, fat cell phone fits in there," she said of the garment's pockets. "As a girl, it's hard to find pockets. If you do find pockets, they are so shallow it is offensive."

Cappelletti's past designs gave an alternative to dresses. One of her student designs was called "His Girl Friday," which was inspired by the 1940 film of the same name starring Cary Grant and Rosalind Russell.

"Her character was very strong and well dressed. In many scenes she was the only woman," Cappelletti said. "I wanted to outfit a woman who could keep up with a room full of men."

A large overcoat and zoot suit-inspired trousers are part of the sold-out "His Girl Friday" collection. Cappelletti also created bronze buttons, hand-stamped copper labels and laser-cut leather pieces for the line. She released the designs before she graduated Syracuse, for which she won the 2018 student-design award from **EFI/Optitex** fashion-design software.

Retail price points for her Lawren Michele line range from \$98 to \$170. Her next steps include using more-sustainable fabrics in her line and expanding her brand's size range.

—Andrew Asch

Directives West Sets New Rules

Some of the buzzwords to describe the new styles for Spring/Summer 2020 are utility and haute hippie, but **Directives West**, the West Coast merchandising and consulting division of **The Doneger Group**, also wanted to try something new for the trend forecast it presents at every **LA Majors Market**.

For the first time in its more than 18 years of trend presentations, it did not present a runway show, Caroline Dusel, Doneger's creative director and social-media chief explained. For its Oct. 2 presentation at the Fashion Theater in the **California Market Center**, it screened videos of different Spring/Summer 2020 styles for juniors and young contemporary.

"Social media and the digital landscape have changed the way we think and share," she said. "We want to continue to evolve and grow."

Shelda Hartwell, Directives West's vice president, said that it was part of her company's mission to reflect change in retail and communication. "We should think about new rules. We're not just talking about this season. We're talking about every season and in between," she said.

Young contemporary styles continue to be driven by social



DIRECTIVES WEST

media and street style. Directives West and Doneger speakers flagged specific looks that will be popular in the upcoming season.

Important looks were grouped into a style category called Utility/Functionality. These included lifestyle separates and one-piece dressing, trans-seasonal textured knits, twill and novelty wovens. Colors and patterns featured stripes, camo, animal-skin patterns, as well as earthy palettes.

Another category was Good Vibrations—California-inspired, haute hippie and coastal style. This group's looks included retro-inspired denim, crochet, tie-dye, patterns, tropical designs and florals.

Styles influencing young contemporary seem to come from every era, but seemingly anything goes in a style called Era Fluid. Pieces such as 1980s padded-shoulder jackets and oversized 1990s rave pants could work. And 1970s high-waisted bottoms and mom jeans could work too. Also popular in the anything goes Era Fluid were tops with puff shoulders, smocking ruffles, print mixing, satins/silks and clothes with Goth accents.

The New Rules presentation also outlined key items for retailers to buy. They included day dresses, relaxed denim, femme tops, utility styles, spring sweaters, nostalgic graphics and textured knits.—*Andrew Asch*

T-SHIRTS

Maui and Sons *Continued from page 1*

"We were able to offer a message that has traveled for over four decades," Harrington said of his privately held company.

The timing is good for a fashion redux. Styles from the Reagan years and particularly looks from the years that followed have experienced a big resurgence in streetwear, action-sports styles and contemporary looks that continue to trend at shops and boutiques. For the 40th-anniversary collection, Maui and Sons will release its first sustainable collection of more than six T-shirts, boardshorts and swim trunks made from recycled plastic water bottles.

The line's main collection will feature anniversary looks bearing brand art that has not been seen since the early 1990s. Hangtags will feature a special anniversary logo featuring the number 40 in which the brand's cookie logo takes the place of the 0.

A main line of the anniversary collection will feature special neon looks. Classic logos will be done in plastisol inks, which lend 3-D effects. Also expect vibrant, bright colors on the shirts, Harrington said.

Tees in the primary collection will retail from \$25 to \$30. The sustainable T-shirts will retail for \$35 to \$40. The line also will include boardshorts, tank tops and soft accessories such as hip packs and trucker-style caps. They will be delivered to shops in January and April. Sometime in mid-2020, the brand will produce a gallery show of early and rare Maui and Sons graphics from artist Rick Rietveld, who created some of the brand's most popular images.

Influential surf retailer **Jack's Surfboards** in Huntington Beach, Calif., was one of the first retailers to carry the brand, said Bob Abdel, a partner and buyer at the shop. The brand was operating on a shoestring budget in its early days. Abdel remembered giving advances to the brand and sometimes provided blanks to the company so Maui and Sons tees could be printed for Jack's. It was worth giving the help, Abdel said. The tees would sell out.



MAUI AND SONS



"Everyone wanted the Sharkman," he said. "It was very successful."

More than 15 years ago, Jack's dropped the brand, but Maui and Sons was reintroduced around 2015 when the influential surf retailer was looking for vintage surf brands to sell. Abdel didn't know how the brand would perform on the shop floor, but he said it immediately did well. It gave a hint of nostalgia to people who were teenagers and young adults in the 1980s and early 1990s. Today's teenagers and young adults loved the neon boardshorts with the high 13-inch inseams, he said.

"We've been doing super good with it," he said. "We refill it every week."

Maui and Sons founder Jeff Yokoyama left the brand in 1989, the same year it filed for Chapter 11 bankruptcy, and he has since started other brands such as **Modern Amusement**. Richard Harrington, a businessman who had licensed the brand to European companies since 1983, acquired the label. He expanded the brand's business by licensing it around the globe. Maui and Sons has been a big hit in Chile, where sibling company **Maui and Sons Chile** operates 48 Maui and

Sons-branded stores, distributes to department stores and also designs graphics specifically for its market, Blake Harrington said.

But there were costs to success. By the first decade of the 21st century, the brand stopped distributing to specialty stores. It had lost popularity with its original demographic of consumers who live and breathe surf-and-beach culture, Harrington said.

The brand's executives did some soul searching and wanted to reengage with the specialty market. Many of its licenses had expired by 2009, and the brand took them back. Also that year, **Opening Ceremony** approached Maui and Sons to work on a collaboration line for its hipster customers. The line was a hit, Harrington said. The brand continues to work with specialty stores such as Jack's and **Tilly's**. It also works with department stores such as **Macy's**.

Licensing is still an important part of the brand, Harrington said. "This brand transcends categories. We don't want to be pigeonholed in apparel. We do footwear and eyewear, backpacks, stationery. There's also a food-and-beverage division," he said of its Maui and Sons coconut water and coconut chips. ●

COMING UP!

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

November 1

Cover: Fashion
Real Estate
Import/Export
Performance/Active/Athleisure
T-Shirts
Technology
Footwear

**Denim Advertorial
Fashion Advertorial
Performance/Active/
Athleisure Advertorial
Print/Online Sample Sales
Special**

November 8

Cover: Fashion
Surf
Sustainability

Sustainability Advertorial

November 15

Cover: Fashion
Tags & Labels

**Trade Show Special
Section+*
Tags & Labels Advertorial**

PROFESSIONAL SERVICES & RESOURCE SECTION

ACCOUNTING SERVICES

HOVIK M. KHALOIAN
CPA

ACCOUNTING • AUDITING
TAXATION SERVICES FOR THE APPAREL INDUSTRY

520 N. CENTRAL AVE., SUITE # 650
GLENDALE, CA 91203

TEL: 818.244.7200
HOVIK@HMKCPA.NET

PRIVATE LABEL

fil & needle

Designer's Atelier

Patternmaking Grading Samples
Any Quantity Production

1515 Maple Ave. #15
LA, CA. 90015
PH# (213) 926 - 8979

info@filandneedle.com
www.filandneedle.com

GARMENT SAMPLING

GARMENT SAMPLE DEVELOPMENT SERVICE

China-based, reputable garment company with 20 years market experience and a strong fabric-supply capacity provides:

- Exclusive sample making in wovens and knits • Self developing or sourcing of fabrics and trim • Technical patternmaking, cutting, sewing, and fitting • Free samples to bulk customers
- Pay half of what you would locally
- Small minimums • Quick turnaround
- Major approved factories • Professional inspection • LDP terms • Delivery to door

(626) 283-3497

btgarments@vip.163.com

MODEL SERVICES

Rage
MODELS

"Real Models for Real Clothes for Real People ®"

PRO FIT MODELS
ALL SIZES AVAILABLE

TEAMRAGE@RAGEMODELS.COM
818.225.0526

FIT | SHOWROOM | TRADE SHOWS | PRINT | COMMERCIAL | RUNWAY
WWW.RAGEMODELS.COM

SEWING MACHINE / SUPPLIES

ACE SEWING MACHINE INC.



214 E. 8th St.
Los Angeles CA 90014
Tel (213) 622-8345
Fax (213) 622-0142
Acesewing.com

- All kinds of sewing machines
- Sewing notions & thread
- Fashion Design Supplies
- Dress forms, rulers, tools
- Pattern & Marking paper
- Safety pins, hook & eyes
- Elastic, velcro, hanger tape
- Cutting room supplies

CLASSIFIEDS

www.classifieds.apparelnews.net

P 213-627-3737 Ext. 280

www.apparelnews.net

Jobs Available

CALIFORNIA
ApparelNews

NEWSPAPER PRODUCTION ARTIST

The Part-Time Newspaper Production Artist supports the Art and Production department. Work products include the design and production of the weekly newspaper, various flyers, print pieces and publication websites.

Experience and Qualifications

- Excellent written, verbal and interpersonal and team work skills.
- Self-starter with ability to maintain productivity amid competing priorities and tight deadlines.
- Proven graphic design and communication production experience.
- Excellent skills in the Adobe Creative Suite, especially InDesign. Photoshop and Dreamweaver preferred.
- 2+ years relevant work experience - preferred
- Knowledge and experience in newspaper layout - preferred

Submit a current resume with cover letter and portfolio/samples of past work.

Email to: kendall@apparelnews.net

Jobs Available

SPEC WRITER

Seeking a production spec writer with min 3 yrs exp. Must have strong knowledge of garment construction, specs, measuring, and tech packs. Excellent communication and organizational skills, and able to work in very fast paced environment.

Send resumes to: jobstcci@gmail.com.

SHIPPING MANAGER & SHIPPING CLERK

LA based garment manufacture with strong relationship with top US retailers is looking for the candidates for following positions. For consideration, please send resume to ap@4goldengreen.com

- Shipping Manager
- Shipping Clerk

ADMIN

AP Clerk, Chargeback/AR specialist, and Admin Asst. for acct dept. Excellent communication/organizational skills and able to work in very fast-paced environment. Send resumes to jobstcci@gmail.com

DESIGNER

5-6 yrs exp. Contemporary sportswear line. Flair for fashion and detail oriented. Computer savvy, Adobe Photoshop/Illustrator & Microsoft Office.

Resume: Missydesignhr@gmail.com

Real Estate

FOR LEASE
CREATIVE OFFICE SPACE
LA FASHION DISTRICT
213-627-3754

Buy, Sell & Trade

WE BUY ALL FABRICS & GARMENTS

Excess rolls, lots, sample yardage, small to large qty's.
ALL FABRICS! fabricmerchants.com
Steve 818-219-3002 or Fabric Merchants 323-267-0010
Email: steve@fabricmerchants.com

*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. We also buy ladies', men's & children's garments. Contact: Michael
STONE HARBOR (323) 277-2777

CLASSIFIEDS

www.classifieds.apparelnews.net

P 213-627-3737 Ext. 276, 280 F 213-623-1515

www.apparelnews.net

Jobs Available

BEDHEAD PAJAMA DESIGN ASSISTANT
- Must have at least 1-3 yrs' exp. as a design asst., working with a dr. with prints in a plant. Hand exp. doing cost sheets, tech designs, CAD, color separations & spec sheets. Must be highly motivated, energetic, & willing to adapt quickly in a fast paced environment. Must have good computer skills & know AMS, Excel, Photo Shop & Illustrator. Will be in charge of the full sample process from fabric & trim purchasing to CAD & line sheet production. Must be highly organized & not afraid to try new systems or develop systems to save time.
- Contact Wendy@bedheadpajama.com

LF SPORTSWEAR
1st PRODUCTION PATTERNS/MAKER
LA clothing company seeking 1st - Production Patternmaker. Min 2 years exp. Must be proficient at Garber system. Must specialize in garment fit-holds and design.

Jobs Available

BEDHEAD PAJAMA PRODUCTION MANAGER
- Must have at least 3 yrs' exp. in both domestic & overseas production. Must have worked with contractors. Must be highly motivated, detail oriented, energetic, and willing to adapt quickly in a fast paced environment. Must have good computer skills and know QuickBooks, Excel and AMS. Will be part of the planning of buys for fabric. Must know costing, specs and be able to put together tech packs. Must be organized and not afraid to try new systems or develop systems to save time.
- Contact Wendy@bedheadpajama.com

Sales Representative
Vertical apparel company in contemporary retail market currently looking for outstanding and responsible Sales Representative. Qualifications:
- More than 10 yrs experience in garment sales for major stores and active business connections.

Jobs Available

Sales and Production Assistant
We are looking for a Sales & Production Assistant. Contributing to the production process. Build relationships with vendors and internal customers. 1-3 years' experience in apparel/accessory production and sourcing. Please send resume to: sales@vishava-production.com

GRAPHIC/ARTIST
Creative individual to develop new artwork for T-shirts, screen prints and sublimation. Must be able to create cards and line sheets as well as other graphic needs that arise. Proficiency in Illustrator and Photoshop a must. Please E-mail resume to: fmv@vishava.com

EDI & LOGISTICS COORDINATOR
We are looking for an experienced EDI & Logistics Coordinator to join our team. Receiving & processing EDI orders.

For classified information, contact Jeffery Younger

at 213-627-3737 ext. 280

or jeffery@apparelnews.net

CALIFORNIA
ApparelNews

AS YOUR BRAND EVOLVES



MAKE YOUR BRANDING SOLUTIONS
PROGRESSIVE



WWW.PROGRESSIVELABEL.COM

(323) 415-9770

LOS ANGELES • MEXICO • HONG KONG

LABELS • HANGTAGS • PATCHES • RFID • HARDWARE • LOOKBOOKS • & MUCH MORE

The LYCRA Company
PLANET AGENDA



SUSTAINABLE SOLUTIONS FOR YOUR BUSINESS

© 2019 The LYCRA Company. LYCRA® is a trademark of The LYCRA Company.

LYCRA®

Interested in insights, fiber and fabric technologies, and processes for enhanced sustainability? Discover more about The LYCRA Company's Planet Agenda and how we can create value working together at [LYCRA.com/sustainability](https://www.lycra.com/sustainability)