

# CALIFORNIA ApparelNews

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\$2.99 VOLUME 75, NUMBER 48 NOVEMBER 22-DECEMBER 5, 2019



**'TIS THE SEASON**  
Apparel-industry forecasters are looking ahead during the final quarter of 2019, as they foresee a strong Holiday-shopping season with reports estimating higher numbers over last year.

CITADEL OUTLETS

**RETAIL**

## Strong Consumer Spending to Support Solid Holiday Season, Forecasters Say

By Andrew Asch Retail Editor

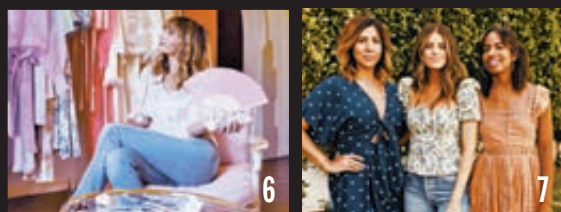
Forecasters across the board are predicting a solid holiday shopping season with an uptick in sales ranging from 2 to 5 percentage points over the 2018 shopping season.

However, analysts also warn that some curve balls might take a bit of cheer out of the season, which can make up 20 percent of a retailer's annual sales, according to influential trade group the **National Retail Federation**. Because Thanksgiving falls on Nov. 28 this year, it effectively takes six shopping days out of the season. Demand for winter clothes might decline because of warm weather in some parts

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



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**IMPORT/EXPORT**

## AAFA Echoes Industry Sentiment in Letter to CBP Regarding Proposed Footwear Duty

By Dorothy Crouch Managing Editor

Escalating current tariff and trade drama, the United States **Department of Homeland Security's Customs and Border Protection** proposed a revocation of two previous rulings on the definition of athletic footwear, widening the range of these types of shoes, which will thereby increase costs for these products that were previously not subject to athletic-footwear duties.

Representing the interests of the footwear industry, on Nov. 15, Rick Helfenbein, president and chief executive officer of the **American Apparel & Footwear Association**,

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## The Webster Heads to Beverly Center in 2020

Luxe, multi-brand retailer **The Webster** is scheduled to open an 11,000-square-foot flagship at the **Beverly Center** in Los Angeles, it was announced Nov. 20.

It will move into a space on the corner of Beverly and San Vicente boulevards, which formerly housed the Hard Rock Café. The upcoming Webster emporium will serve as the retailer's seventh U.S. location. It will have its own dedicated entrance and a private valet-parking service.

The look of the store will be designed by prominent architect Sir David Adjaye. His **Adjaye Associates** runs offices in London, New York and the Ghanaian capital, Accra. Adjaye built the \$540 million **Smithsonian**

**Institution National Museum of African American History and Culture.**

The Webster is known for selling designer brands for men and women. Its merchandise mix includes **Bottega Veneta, Burberry, Chloe, Dior, Gucci, Loewe, Paco Rabanne, Palm Angeles, Proenza Schouler, Rhude, Valentino, Vetements** and **Versace**. The retailer also offers brands such as **Vans, Commes de Garçons** and headwear from **Nick Fouquet**, based in Los Angeles' Venice section.

The Webster started business 10 years ago in Miami's South Beach section. It was founded by Laure Heriard Dubreuil, who formerly worked as a merchandiser for **Balen-**

**ciaga** and **Saint Laurent.**

The Webster also runs stores in Houston; New York City; Costa Mesa, Calif.; Bal Harbour, Fla.; and another in the **Sawgrass** outdoor outlet mall in the Miami area. Dubreuil designed the interiors of her other stores to look like a stylish person's private space, according to the company's website.

The Webster's Beverly Center neighbors include **Traffic**, which also offers luxe multi-brand retail for men and women. Other neighbors include **Louis Vuitton, Prada, Burberry, Dolce & Gabbana**, as well as a **Macy's** and a **Bloomingdale's**. French fashion brand **Kenzo** opened a store at Beverly Center in September.—*Andrew Asch*

## Gap Inc. 3rd-Quarter Sales Drop 4 Percent

A couple of weeks after the resignation of Art Peck, the former **Gap Inc.** chief executive officer, the San Francisco-headquartered specialty retailer announced that same-store sales for its 2019 third quarter declined 4 percent, said Robert J. Fisher, Gap Inc.'s interim president and chief executive officer.

"We are not pleased with the third-quarter results and are focused on aggressively addressing the operational issues that are hindering the performance of our brands," he said.

Gap Inc. also broke down the same-store sales for its main divisions. Its strongest performer, the **Old Navy Global** division, experienced a reversal when it was announced that its same-store sales declined 4 percent compared to the performance of the third quarter of the 2018 fiscal year, when there was a 4 percent increase.

The retailer's namesake division, **Gap Global**, announced declines of 7 percent during the 2019 third quarter compared to a 7 percent drop in the same quarter the previous year. **Banana Republic Global** announced a decline of 3 percent compared to a 2 percent increase in the same quarter the previous year.

Gap Inc.'s net sales for the quarter were \$4 billion, which was a decrease of 2 percent compared to the previous year. Gross profit was \$1.56 billion, which was a decrease of 4 percent compared to the previous year.

The retailer also gave guidance for real estate. It announced that it would close 15 company-owned stores. It also plans to close a number of its overseas stores, about 130 in China.

Gap Inc. runs 3,938 stores in 44 countries around the world of which 3,396 are company owned. The company also announced

that it would spend \$100 million in expansion costs related to a headquarters building and a buildout of its Ohio distribution center.

—A.A.

## Corrections and Clarifications



In the Oct. 4 issue, the photographer of the cover and two interior photographs for the story "Intent on Empowering a Community, Cross Colours Crosses Into Iconic Status" was misidentified. Los Angeles-based photographer Derrick Rodgers of Concrete Studios is the photographer who took these photographs.

## Week in Review

LVMH has reportedly increased its bid to acquire New York City-based Tiffany & Co. to more than \$15.7 billion, according to a recent Bloomberg story. The bid from the parent company of Louis Vuitton, Givenchy, Christian Dior, Fendi and Marc Jacobs, among others, will be the biggest acquisition in the history of the luxury-goods business. On Oct. 28, Tiffany confirmed that it had received an unsolicited proposal from LVMH for \$14.5 billion.

**Nike Inc.** made a strategic investment in HandsFree Labs Inc., it was announced on Nov. 20. HandsFree Labs, based near Provo, Utah, makes footwear that does not require tying laces or even using hands to place shoes on feet. Rather, HandsFree designs slip-on shoes with a heel that rebounds around the wearer's foot, according to a website for HandsFree's Kizik brand, allowing the wearer to step into a pair of shoes rather than extending the effort to manually put them on.

**Target** released results for the third quarter of its 2019 fiscal year on Nov. 20. Same-store sales grew 4.5 percent, according to a company statement. Total revenue for the third quarter was \$18.7 billion.

**Lee**, a prominent denim brand, marked its 130th anniversary this month. It was introduced in 1889 as a workwear brand. A Lee statement said that the brand milestones include introducing a jumpsuit-like one-piece coverall as well as a zipper fly and denim made for women. The brand recently released lines Lee Reissue, Lee MVP, Vintage Modern and Shape Illusions. Chris Waldeck, Lee's global brand president, said, "Today, we honor the brand's rich history while planning for its future."

**Mark Cross**, a 174-year-old American leather luxury-goods brand, opened a boutique Nov. 15 in New York City. It's the first standalone Mark Cross boutique since the 1990s, according to a company statement. The boutique is located at 667 Madison Ave. and is connected to a boutique for Naturopathica, a natural beauty and wellness brand. The boutique will carry a range of Mark Cross's goods for women and men as well as boutique exclusives.

**The 22nd Costume Designers Guild Awards** will be hosted by writer, comedian and actor Mindy Kaling. The awards show honors creatives in the union Costume Designers Guild IATSE local 892 who work in cinema, television, commercials, video and new media. The show is scheduled to take place on Jan. 28, 2020, at the Beverly Hilton Hotel in Beverly Hills, Calif. Nominees will be announced on Dec. 10, Kaling said, "I'm thrilled to be hosting the Costume Designers Guild Awards. Costume design and fashion are close to my heart, and I promise many, possibly too many, outfit changes."

**Patagonia** is one of several brands offering alternate ways of giving during the upcoming holidays. From Nov. 29 to Dec. 31, Patagonia is matching all donations made in support of grassroots environmental groups through its Patagonia Action Works website. It is encouraging giving donations as holiday gifts. Patagonia Action Works connects people to organizations working on environmental issues in their specific communities.

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**Holiday** *Continued from page 1*

of the country, and unpredictable politics and trade wars might also dampen consumer confidence.

But retailers, retail analysts and investors contend that consumer spending has been resilient in 2019 and that the proverbial wave will lift all boats during the holiday, said Paul Zaffaroni, an investment banker with **Roth Capital Partners** in Newport Beach, Calif.

“Consumer spending has been a bright spot in the economy, and it has helped the U.S. weather the trade war with China,” he said. “At the end of the day, people are still spending money, and that will continue through the holiday season.”

Low unemployment and a strong performance in the 2019 stock market have given economists the confidence to forecast a good holiday season. The NRF forecasted a holiday increase of 3.8 percent to 4.2 percent, said Matthew Shay, the trade group’s president and chief executive officer. Online and non-store sales are forecasted to increase between 11 percent and 14 percent, or \$162.6 billion and \$166.9 billion.

“The U.S. economy is continuing to grow, and consumer spending is still the primary engine behind that growth,” he said in October when the NRF released its forecast. “Nonetheless, there has clearly been a slowdown brought on by considerable uncertainty around issues including trade, interest rates, global risk factors and political rhetoric. Consumers are in good financial shape, and retailers expect a strong holiday season. However, confidence could be eroded by continued deterioration of these and other variables.”

The accounting firm and professional-services organization **Deloitte** said that holiday retail sales will increase 4.5 percent to 5 percent.

“The projected holiday season growth is, in part, due to the current health of the labor market,” Daniel Bachman, Deloitte’s U.S. economic forecaster, said when the forecast was released in September. “Near-record low unemployment rates coupled with continued monthly job creation may encourage people to spend more during the holiday season.”

A survey released on Nov. 18 from **Union Bank** found that two out of three U.S. consumers will give themselves a shopping budget, but it will take 33 percent of consumers more than six months to recover from holiday spending.

As with any other season, holiday spending is heavily in-



CITADEL OUTLETS

fluenced by weather. **Planalytics Inc.**, a business consultancy that forecasts how weather will affect business, said that dry, hot temperatures in the Western U.S. during much of November drove down demand for winter clothes. Weather is forecasted to cool down in December, so demand for winter clothes will increase, according to Planalytics.

The calendar for the 2019 season also will present retailers with challenges—and some advantages. Some retailers took an early start on Black Friday business by offering doorbuster deals before the traditional start of Black Friday, the day after Thanksgiving. Retailers such as **Old Navy** in San Francisco started the holiday season early by posting the week of Nov. 20 Black Friday deals guaranteeing 50 percent off.

But for bricks-and-mortar, core shopping days will run between Nov. 28 and Dec. 24, with those six fewer calendar days during the crucial holiday season, said Jeff Van Sinderen, an analyst with the financial-services firm **B. Riley FBR**.

“Back-to-school was not that bad for better retailers. It will set up a favorable backdrop for the holiday, but it will be very promotional. It should be even more intense because of the shorter number of days from Black Friday,” Van Sinderen said. “Off-price remains one of the sweet spots in bricks-and-mortar. We continue to believe that e-commerce and omnichannel also will take market share.”

As the traditional season starts, Van Sinderen forecasted that retailers will offer similar discounts and deals as they did in the 2018 holiday season. He also expected that digital retailers would take more market share from bricks-and-mortar retailers. Another prediction was that retailers would keep

their inventories relatively lean. “There won’t be as much of a disaster with clearance sales in January,” he said.

The months leading up to the holiday season gave retailers good business; however, this period’s sales also included a few shortcomings. October retail sales increased 3.1 percent in a year-over-year comparison, according to information from the **U.S. Census Bureau**. The retail sector with the strongest growth was digital commerce, which climbed 14.3 percent in October. Department stores recorded a 6.9 percent year-over-year decline last month.

Mixed business in October included a soft showing for Halloween, said Paula Rosenblum of **RSR Research**. The influential Elmsford, N.Y.–headquartered party-goods retailer **Party City** reported soft business for Halloween, one of the company’s most important holidays. Total retail revenue for October, which includes Halloween, declined 8 percent. Rosenblum noted that Halloween declines may not bode well for the rest of the year, she wrote in a Nov. 11 blog titled, “Are Halloween Results the Canary in the Coal Mine for U.S. Holiday Sales?” during which she explained that current events and political turmoil are taking a toll on the holiday.

“A very late Thanksgiving Day makes the ‘official’ season a week shorter than usual. [Amazon] Prime Day likely saw consumers pre-buying holiday gifts,” she wrote. “The weather has been weird all over, and fires in California are not helpful. That’s all true, but I think we’ve got a problem.”

Steve Craig, president of the **Craig Realty Group**, which developed and runs the **Citadel Outlets** and **San Clemente Outlets** in Southern California, maintains a good outlook for the holiday season because news headlines were not as bad as they were in 2018.

“Last year, we had 22 inches of rain and a lot of fires,” he said of extreme weather in 2018. “The stock market dropped 4,000 points during that period. But the stock market is doing a lot better. That alone will be a real plus for us.”

The Dow Jones Industrial Average, the S&P 500 and the Nasdaq Composite reached record levels in November, according to media reports. Craig was bullish enough to put together capital improvements to accommodate additional customers at the Citadel Outlets, including 400 new parking spaces. “We’re pulling out all the stops so that people will feel comfortable and safe shopping during this holiday season,” he said. ●

**IMPORT/EXPORT**

**Footwear** *Continued from page 1*

addressed the CBP proposal, predicting the dire consequences the industry could suffer should the ruling change. Noting changes to the needs of the consumer and demands on the footwear industry, Helfenbein made a clear distinction between athletic footwear and fashion pieces that blend style with comfort.

“Today’s consumer no longer wants fancy dress shoes or fashion pumps, where comfort is sacrificed for the sake of style. Instead, they want comfort and style, leading to immense growth in the so-called fashion-sneaker category,” he wrote. “At the same time, the consumer wants performance out of their athletic footwear and is willing to pay for it, leading to an explosion in high-performance, lightweight, technical athletic footwear.”

According to the footwear definitions outlined in an Oct. 25, 1993, notice, CBP described athletic footwear as “Shoes usable only in the serious pursuit of a particular sport, which have or have provision for attachment of spikes, cleats, clips or the like ... ski, wrestling and boxing boots, cycling shoes and skating boots [without] skates attached ... tennis shoes, basketball shoes, gym shoes (sneakers), training shoes (joggers) and the like whether or not principally used for such games or purposes.”

Additionally, the ruling identified products that would not be included under the category of athletic footwear. These types of shoes were described as footwear manufactured with design features that were obviously not intended for use in sports. “Examples include sneakers with sequined or extensively embroidered uppers ... a ‘slip-on,’ except gymnastic slippers ... skate boots with ice or roller skates attached,” explained the notice.

Now CBP is seeking to overturn New York Ruling letters N285583, from June 6, 2017, and N299433, from Aug. 23, 2018, which made provisions exempting certain footwear that included components often found in athletic footwear but would not be used in sporting activities. The exemption was based on namely embroidery and sequins that yielded a more fashionable shoe.

According to the Oct. 16 proposal noted in “Customs Bulletin and Decisions,” Vol. 53, No. 37, CBP reversed course. Explaining that features such as embroidery, sequins and

other embellishments are insufficient reasoning for exemptions from athletic status, the agency moved to redefine and expand this category, saying, “We find that embroidery alone does not preclude footwear from being classified as ‘sports footwear, tennis shoes, basketball shoes, gym shoes, training shoes and the like’ of subheading 6404.11, HTSUS.”

Addressing CBP to expand on the differences found in fashion footwear, Helfenbein listed the differences between the two types of footwear while noting the similarities.

“While fashion sneakers and high-performance athletic footwear might share some basic traits—flexible outsoles with traction, cushioned insoles and a secure closure—the similarities stop there,” he wrote. “The fashion sneakers in the rulings in question—and fashion sneakers overall—are not intended for athletic purposes, and there are at most only a handful of examples of fashion sneakers being used for athletic purposes.”

Footwear-industry experts agree with Helfenbein, noting that the letter addressed the major problems that could stem from reclassification. At **Sandler, Travis & Rosenberg**, a New York law firm, attorney-member William Maloney has been classifying footwear for 40 years. He feels the move by CBP is simply based on a plan to generate additional revenue on imports of footwear that falls under the athletic category.

“A safe harbor for us was the decision that had been published by customs with their footwear definitions,” he said. “With the athletic footwear, there has always been some tension between folks who want to call their footwear fashion footwear and customs wanting to call it athletic footwear because if it’s over \$12 a pair the duty rate goes up from 9 percent to 20 percent.”

Thinking about the needs of the footwear industry, Maloney also sees this proposal as a movement away from the needs of the footwear industry. He sees no public benefit; to the contrary, he feels that this ruling would hurt consumers. As fashion footwear has moved toward more-comfortable designs, brands and importers have expressed a desire for a narrower definition of athletic footwear, yet this recent proposal would widen the definition should it become the rule.

“AFAA expanded on the argument because the footwear industry has wanted, for a long time, customs to narrow its athletic provision so it did not include casual sneakers that are

not used in athletic competition,” he said. “Of course, customs is now narrowing that. They are going the other way and expanding it.”

Echoing this sentiment, Tom Gould, vice president of customs and trade advisory at the San Francisco freight-forwarding firm **Flexport**, feels that a new classification would cause confusion. He also notes that the advice of footwear experts—those within the industry that make and sell footwear—is being ignored by the government agency.

“Over the last 25 years, shoes have evolved significantly. There is a specific class of shoes or footwear that is specifically designed for athletic pursuits: running, playing basketball or playing soccer,” he explained. “There is a whole other class that looks like athletic shoes but are not designed to be athletic shoes. They are shoes that in most of the industry’s opinion should not be classified as athletic.”

In his note, Helfenbein cites the risks to consumers should CBP expand the definition of athletic footwear. Consumers who purchase footwear that is meant to be fashionable and wear such pieces to engage in sport would be susceptible to injury due to the lack of support found in these products. If this type of footwear is not intended to be used in sport, it should not be subjected to the duties of an athletic shoe.

“[It] would be a mistake to wear fashion footwear for an unintended purpose because it would leave the owner at risk of injury or harm because the shoe was clearly not designed for athletic use (think of the multitude of fashion sneakers that contain heel wedges),” he wrote. “At the same time, most owners would never even consider using fashion sneakers for athletic purposes for fear of ‘destroying’ the look, the style, of the shoe.”

To support this point, Helfenbein noted that wearing dress shoes to engage in sports activities is not how consumers use their non-athletic footwear.

“Under CBP’s reasoning, however, virtually all shoes sold on the market today should be classified as ‘athletic footwear,’” he said. “However, I don’t see anyone playing soccer in their dress shoes or going running in their pumps. And they never would. The same applies to the fashion sneakers in question. The average consumer would never wear fashion sneakers for a long walk, or short run, or to play basketball or soccer.” ●



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## FINANCE

# OCC Approves CIT Subsidiary's Acquisition of Omaha Bank

By Dorothy Crouch *Managing Editor*

Following its approval by the **Office of the Comptroller of the Currency**, New York-headquartered financial-holding company **CIT Group Inc.** announced that it would complete the acquisition of **Mutual of Omaha Bank**, which is based in Omaha, Neb. The news, released Nov. 19, follows an August announcement that CIT Group entered into an agreement with its Pasadena, Calif., retail-bank subsidiary **OneWest Bank** to acquire Mutual of Omaha.

"We are pleased to receive approval from the OCC and complete another milestone in the transaction," said Ellen Alemany, CIT chairwoman and chief executive officer. "This acquisition will make CIT an even stronger company through the addition of the scalable homeowner-association banking business and the complementary middle-market banking capability."

On Aug. 13, CIT revealed it would seek to acquire Mutual of Omaha for \$1 billion, a purchase price comprised of cash and \$150 million of CIT common stock. This transaction was said to include \$6.8 billion in deposits—\$4.5 billion from HOA deposits of 31,000 community associations throughout the United States. Additionally, \$2.3 billion was reportedly derived from commercial and consumer financial centers and \$8.3 billion in total assets, which includes \$3.9 billion of middle-market commercial loans. Through this merger, CIT seeks to better serve smaller and mid-size businesses through financing and deposit solutions, in addition to a greater diversification of technology.

"Following our multiyear strategic transformation, we entered the next phase of our plan focused on thoughtful growth and value creation," Alemany said in a statement at the time. "This is a unique op-

portunity to accelerate our strategic plan through the addition of a market-leading HOA deposit franchise, a broader set of product and technology solutions, and an expanded business footprint that complements CIT's existing franchise."

Around the time of the Aug. 13 announcement, OneWest Bank also announced the appointment of Rolland Mattoon as the director of small business, a position that entails management of small-business banking services throughout Southern California, from San Diego to Ventura County. The announcement, which was made on Aug. 7, revealed that Mattoon, a former **JPMorgan Chase** vice president and business-banking area manager, would report to Heather Ellison, who serves as head of retail branch banking for OneWest Bank.

"Small businesses are essential contributors to the local economy. As OneWest continues to support the local business community across Southern California, we are pleased to welcome Rolland to the team," Ellison said in a statement when the announcement was made. "His breadth of retail-banking experience will help us build upon our current efforts and drive our overall small-business-banking strategy."

Following completion of its merger with Mutual of Omaha, CIT projects the combined company will have more than \$42 billion in total deposits in addition to \$60 billion in total assets. CIT Group reported \$50 billion in assets for the period ending Sept. 30.

"We look forward to completing the final steps of this transaction and bringing together the organizations to unlock greater value for our customers, colleagues, shareholders and communities," Alemany said in a press release.

## Calendar

### Nov. 24

**DG Expo Fabric & Trim Show**  
San Francisco Hilton Hotel Financial District / Chinatown  
San Francisco  
Through Nov. 25

**WWSRA Rocky Mountain December Show**  
Denver Merchandise Mart  
Denver  
Through Dec. 5

**WWSRA Northern California December Show**  
McClellan Conference Center  
Sacramento, Calif.  
Through Dec. 12

### Dec. 2

**WWSRA Montana December Show**  
Brick Breeden Fieldhouse  
Bozeman, Mont.  
Through Dec. 4

### Dec. 5

**Jewelry, Fashion & Accessories Show**  
Renaissance Schaumburg Hotel & Convention Center  
Schaumburg, Ill.  
Through Dec. 8

**WWSRA Northwest December Show**  
Oregon Convention Center  
Portland, Ore.  
Through Dec. 12

**New York Shoe Expo, FFANY Market Week**  
Warwick New York Hotel  
New York  
Through Dec. 6

**Shop for Success Los Angeles**  
1101 Westwood Blvd.  
Los Angeles  
Through Dec. 9

### Dec. 11

**Blossom Première Vision**  
Carreau du Temple Paris  
Paris  
Through Dec. 12

### Dec. 3

**Denim Première Vision**  
Printworks  
London  
Through Dec. 4

### Dec. 10

**WWSRA Intermountain December Show**  
Utah State Fairpark  
Salt Lake City  
Through Dec. 12

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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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## SUSTAINABILITY

# Delicate Handmade Treasures by Dakota Jinx Add Glamour to Sustainable Garments

By Dorothy Crouch *Managing Editor*

An admiration for glamorous clothing has been a characteristic of Los Angeles native Dakota Jinx Falkenburg Solt Locke's personality for as long as she can remember. While the **Rhode Island School of Design** graduate pursued a degree in fine art with a focus on painting, one of the experiences that strongly shaped her brand, **Dakota Jinx**, was spending time among the glamorous fashions found in the closet of her aunt—model, actress and radio personality Jinx Falkenburg.

"She inspired me as a young girl. I would go into her closets and dress up and go crazy," Locke, who worked with **& Other Stories** and **Nasty Girl**, remembered. "She was a super-special, magical person. This line is her encapsulated in the collection."

Housed inside of Locke's former West Hollywood, Calif., living space within a building that resembles a castle, the Dakota Jinx salon invites clients to experience the magic that she felt as a child. Adorned with works of art created by Locke and photos of her beloved aunt, the salon promotes not only elegance but also comfort for a couture experience. By sourcing locally and manufacturing in Los Angeles, Locke has created an elegant approach to eco-friendly garment making.

"Everything is made to order. I am not buying in excess. It's all sourced here and made in downtown Los Angeles. I purchase my materials locally. I work with local sewers, cutters and manufacturers," she explained. "It's personalized and customized for you."

Beginning its March 2019 debut with romantic pieces that were meant for every consumer but beloved by brides, Dakota Jinx featured its Raquel Bias-Cut Silk Dress in varying lengths; a Boudoir collection of tops and panties with delicate details such as pearl and tulle; and crocheted knits such as the Georgina Rose Crochet Dress, a full-length, long-sleeve garment adorned across the top with pink roses. All pieces are handsewn and hand-knit, depending on the garment.

This attention to detail is also apparent in Locke's approach to customer service. She works with clients through online orders, ensuring accurate measurements, but encourages them to visit the salon for the best fit. Because her custom approach to her line allows Locke to manufacture in an array of sizing, she has created pieces in sizes XS-XXL. "When clients come to the space, I want it to be a wonderful experience," she said. "They try it on and we take measurements. It's collaborative, so if someone loves this kimono but they want it in a solid color, it's totally doable."

Her most recent Noir collection is a step away from the brighter pastel slipdresses that serve as a core element of her collection. Still relying on romantic inspiration, the collection includes pieces such as the Nova Noir Dot Tulle Dress, a sheer black, high-neck, long balloon-sleeve garment with velvet dots, meant to be worn over one of Dakota Jinx's slipdresses. The black Monique Velvet Bolero Jacket features ostrich-feather trim, a frog closure and silk lining, creating an elegant look as an outerwear piece or chic suiting when paired with the Liv Velvet Trousers.

"You can choose and say you love the silk suit but you want it in black—it's doable," she said. "There are the signature, staple pieces that will be in the collection forever but adding newness and changing fabrications."



Dakota Jinx Falkenburg Solt Locke



As growing numbers of Hollywood's sought-after professionals such as Emma Watson and Bryce Dallas Howard become more vocal regarding sustainable efforts and remain committed to these messages by partnering with designers who create eco-friendlier formalwear, there will be greater efforts toward these greener garments. In addition to local sourcing and manufacturing, Dakota Jinx relies on a zero-waste model.

"All of our headbands are made from the scraps from cutting bias. Since you cut on an angle, there are triangle shapes on both sides of the fabric, so we take those and create the headbands," she explained. "We don't throw out any silk and use it wherever possible."

This mindful approach to fashion extends into other pieces. Using humanely sourced feathers sourced from Los Angeles' **Mother Plucker**, Locke creates delicate handbags using upcycled scraps for the pieces, which feature marabou trim.

"We change up the prints inside. Now I am doing an ostrich one as well," she said. "It is zero waste; I don't throw out anything."

Other accessories include jewelry that includes gold-filled chains and ear posts to avoid the allergens that could threaten a client. For her floral crowns and ribbon ties, Locke sources certain materials from outside of Los Angeles as she found a partner whose work and heritage she valued.

"Flowers for the floral crowns are handmade in New York by **M&S Schmalberg**," she said. "I love that it's a mom-and-pop shop that has been around for 40 years. This kind of workmanship—you don't see it that often anymore."

While Locke's approach to made-to-measure styles doesn't align with a traditional retail presence, she is open to exploring boutique opportunities. This winter, she will partner with Japanese retailer **Qoo Vintage** on exclusive jewelry pieces designed for the regional market.

"I am creating a special order for them," she said. "The marabou bags are two-toned in more-funky colors. We're doing headbands and some special jewelry pieces that are exclusive and customizing the tote bag."

Available online at [datkotajinx.com](http://datkotajinx.com) or by appointment, Dakota Jinx is priced from \$15 to \$550. ●



## MADE IN AMERICA



# All Good Feels Mixes Street, Active and Contemporary Looks

By Andrew Asch Retail Editor

Vintage-style concert T-shirts seem to exist in a completely different fashion category than activewear, which is designed to outfit high-intensity workouts. But the Los Angeles-headquartered brand **All Good Feels** made both activewear and concert-style tees for its debut collection, which was officially introduced on Nov. 11 on its direct-to-consumer site, [www.allgoodfeels.com](http://www.allgoodfeels.com).

Manufactured in Los Angeles, the new AGF brand is focused on active and athleisure styles, said co-founder Lana Safoian.

"We wanted to take what was trending on runways and the street and mesh them together with a comfortable athleisure look," Safoian said.

AGF's debut collection features a number of different looks, ranging from fashion-inspired pullover tops to loungewear and leggings, but the line started with the vintage concert-style tee. Safoian, who started her career as a lawyer, started working on prototypes of AGF tees with Lauren Rote, her sister-in-law and brand co-founder, who had worked as a digital strategist and content creator. AGF is the sisters'-in-law first fashion venture.

The first shirts were fitted crew necks bearing slogans the two-co-founders felt were inspirational, such as "Kind people are my kind of people," and "Invest in yourself."

"It's a unifier. It connects people," Safoian said of the slogans. "But we wanted to evolve the concept. We wanted to become more contemporary."

Enter Wells Butler, the brand's designer. She had run **Primp**, a casual-style brand that featured knits. She had sold the brand to retailers such as **Kitson**, **Bloomingdale's** and **Nordstrom**. Butler sold the line to an investment firm in 2011 for an undisclosed sum, she said, and took a break from designing to start a family.

Her son went to the same school as Safoian's kids in Los Angeles' San Fernando Valley. Butler and Safoian met at a school event. They eventually started going on hikes

and to gyms together, where they would do circuit training, yoga and kickboxing.

"I've tried about every workout in the Valley," Safoian said. "I work out six days a week. It starts the day on a good foot."

Butler suggested putting the AGF slogans on vintage-style concert tees. The team got a freelance graphic designer to craft logos that look like concert tees from the 1980s and 1990s. The graphics were placed on 100 percent cotton sweatshirts and tees, but they wanted to further develop the brand. They added loungewear and activewear because the trio is committed to exercise.

On the line's Manifest shirt, there is a graphic of a leopard's head. It's one of the themes of the line, which repeats leopard skin-style prints.

The leopard-skin prints are created on lounge pants and pullovers. The line also offers fashion looks with pullover tops featuring puff sleeves, which the trio found trending in contemporary-style collections.

Safoian, Rote and Butler also spent a lot of time polishing the silhouette and style of the brand's classic legging. They said that they tried a bunch of different silhouettes and a multiplicity of fabrics so their brand would not draw the complaints that are often directed at other labels' activewear bottoms, such as insufficient coverage, inadequate waistband security that leads to slippage and pieces manufactured using materials of inferior quality.

The brand owners designed a high-waisted legging that they contend will not fall down during a workout. Bottoms are constructed from a spandex-blend fabric that balances breathability yet withstands tough workouts.

The line's other looks include muscle tanks, mesh sports bras and the balance legging, which features contrasting color panels, Butler said.

"It gives the illusion of a smaller waist and body size, which every woman loves," Butler said.

Retail price points for the line range from \$55 to \$110. ●



From left, Lana Safoian, Lauren Rote and Wells Butler



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Denver Ski & Snowboard Expo

## SIA Acquires Two Consumer Shows

By Andrew Asch Retail Editor

**Snowsports Industry America**, a non-profit trade association, recently announced that it was going to get into the consumer-show game. The Park City, Utah-headquartered SIA released a statement on Nov. 15 announcing that it had acquired the Boston and Denver **Ski & Snowboard Expos**, which produce events that feature pop-up markets and exhibits for snow-sports enthusiasts, as well as entertainment.

SIA acquired the shows from **BEWI Productions, Inc.**, for an undisclosed amount. Nick Sargent, SIA's president, forecasted that the deal to acquire these shows would close at the end of the year. His organization plans to expand the expo shows to other American cities.

"We asked ourselves how SIA can best connect our industry directly with today's consumer, and consumer expos make a ton of sense in this regard," Sargent said.

"Consumer expos create experiential and direct interactions with winter-sports enthusiasts and potential enthusiasts. These expos are intended to benefit suppliers, specialty retailers and all industry stakeholders equally. We look forward to building on the legacy and tradition that the BEWI shows have come to represent while unveiling a new modern, consumer-oriented approach to this celebration of winter," he said.

BEWI has been producing its expo shows for 40 years. Bernard Weichsel, BEWI's founder, said that the mission of his company was to provide snow-sports enthusiasts in Boston and Denver access to retailers, resorts and brands for a minimal entry fee of \$15.

SIA made its announcement on the second day of the **Boston Ski & Snowboard Expo**, which ran Nov. 14-17 at the **Seaport World Trade Center**. Exhibitors included **Burton**

**Snowboards, Rossignol, Nordica and High Pine Outerwear**, in addition to ski resorts located throughout the United States and around the world.

The **Denver Ski & Snowboard Expo** ran Oct. 25-27 at the **Colorado Convention Center**. More than 70 vendors exhibited at the Denver expo and more than 20,000 people attended the event, according to Joan Christensen, an expo representative.

Denver exhibitors included snowboarding brands such as **Gnu**, ski areas such as **Jackson Hole Mountain Resort** and retailers such as **Sun & Ski Sports**.

SIA's announced expansion into consumer trade events comes more than two years after it left the business for business-to-business trade shows.

On May 24, 2017, SIA announced that it had sold its **SIA Snow Show** to **Emerald Expositions, LLC**, based in San Juan Capistrano, Calif. A *California Apparel News* article at the time noted that Emerald Expositions acquired the show for \$16.4 million.

There's been an uptick in interest in consumer-focused shows in the past few years. **Reed POP West**, a division of **Reed Exhibitions**, produces **ComplexCon**. The show recently produced its fourth annual show at the **Long Beach Convention Center** in Long Beach, Calif. The event featured hip-hop concerts, art exhibits, speaker panels on cultural and fashion-industry issues, as well as a pop-up market.

But the format has experienced ups and downs. A **ComplexCon** show was opened in Chicago this year. In an interview with *California Apparel News*, Robert Weinstein, who serves as vice president of marketing for **Reed POP West**, said that ticket sales were fine but vendors' interest in exhibiting at the festival was flagging.



## Levi Strauss & Co. Strengthens Chemical Screening

Levi Strauss & Co. has worked for more than 18 years to cut harmful chemicals from its manufacturing process. The San Francisco-headquartered denim manufacturer recently announced that it would work to guarantee higher levels of chemical testing and screening in its supply chain by using a new certification system.

On Nov. 19, it announced that LS & Co. would partner with **Hohenstein**, an international services provider and researcher for the textile industry, to place the certification system **Eco Passport by OEKO-Tex** in LS& Co.'s supply chain. The certification system will amplify Levi's Screened Chemistry program. Eco Passport will help provide higher levels of testing, verification and transparency for chemical safety, said Michael Kobori, LS& Co.'s vice president of sustainability.

"Levi Strauss & Co. is committed to responsible chemicals management across our supply chain and our industry," Kobori said in a statement. "This collaboration helps take our existing programs to the next level by establishing a new standard for responsible chemical stewardship that melds the hazard-based approach of Screened Chemistry with the robust testing and validation capabilities of Hohenstein."

Eco Passport specifically analyzes whether each unique in-



LEVI STRAUSS & CO.

redient in a chemical product meets requirements of industry best practices and is not harmful to human health. It also offers on-site inspections that can validate the brand's suppliers are using safer chemicals. The combined use of Eco Passport and Levi's Screen Chemistry program will help LS& Co. meet a

supply-chain goal. The company is a member of the group **Joint Roadmap Toward Zero Discharge of Hazardous Chemicals**. The group has the goal of zero discharge of hazardous chemicals by 2020.

Through its testing and on-site verification, Eco Passport will enable chemical suppliers to achieve higher levels of conformance with Zero Discharge of Hazardous Chemicals, an LS & Co. statement said.

LS& Co. has a history of trying to control harmful chemicals in its supply chain. In 2000, the company was one of the first to establish a Restricted Substances List, which identifies chemicals considered to be harmful to workers and the environment. This list includes barring certain dyes, coloring agents and biocides.

In November 2018, LS & Co. announced a climate-action policy that includes sourcing 100 percent renewable electricity, a 90 percent reduction in greenhouse gases at LS & Co. owned-and-operated facilities, and a 40 percent reduction in greenhouse-gas emissions in its supply chain. In the past, LS& Co. has published a Levi's Sustainability Guidebook, which describes for vendors what the company is looking for in ecological guidelines.

—Andrew Asch

## IMPORT/EXPORT

## Port of L.A. Working With Danish Port to Strengthen Sustainability

The **Port of Los Angeles**, ranked as the No. 1 container port in the United States, announced that it has entered into a five-year memorandum of understanding with the **Copenhagen Malmö Port AB**, which manages ports in Denmark and Sweden, to collaborate on sustainability and environmental issues.

There was a signing ceremony on Nov. 15 at the Port of Los Angeles in the metropolis's San Pedro section. The two ports will exchange information on improving industry practices on energy use; sourcing alternative energy; advancing clean marine-terminal equipment technology, ocean-going vessels and drayage trucks; as well as involvement in global environmental initiatives.

"This agreement further solidifies our partnership with [Copenhagen Malmö Port] and our mutual interest in promoting the most efficient, most sustainable goods movement possible," Gene Seroka, executive director of the Port of Los Angeles, said. "With cooperative information sharing among ports around the world, the Port of Los Angeles has been able to achieve many of our advancements in reducing environmental impacts from port operations over the last de-



From left, Los Angeles Harbor Commissioner Anthony Pirozzi, Jr.; Port of Los Angeles Executive Director Gene Seroka and Chief Executive Officer of Copenhagen Malmö Port AB Barbara

cade."

Copenhagen Malmö Port operates Scandinavia's largest logistics hubs for new cars. Barbara Scheel Agersnap serves as the CEO of the Danish port.

"In order to accelerate solutions on sustainable matters, we need to push for new technologies and new ways of working," she said. "Strong partnerships are key to solid and speedy development, and we hope this agreement will also accelerate cooperation between the green maritime development in our two regions for mutual benefit."

The Port of Los Angeles has made commitments to sustainability with several projects including installing new solar energy initiatives, scheduled to come online by the end of 2019. It also says that it has reduced its water usage by 20 percent by installing smart-water meters and retrofitting irrigation systems and restroom fixtures as well as reducing times to water green space on port grounds to two times per week.

The port also set goals to improve air quality by reducing emissions. The plan includes the Clean Truck Program, a vessel pollution reduction program and working with new technology such as what is reported to be the world's first hybrid tugboat. A 2017 statement from the port also set out goals for the port to reduced greenhouse gases by 40 percent below 1990 levels by 2030 and 80 percent below 1990 levels by 2050.—A.A.

## NEWS

## Macy's Reports Declines for 3rd Quarter

**Macy's Inc.** reported a same-store sales decline for its third quarter and lowered its annual sales and EPS guidance for its 2019 fiscal year. The results were released on Nov. 21.

The department-store giant claimed net sales of \$5.1 billion for the third quarter. Comparable sales declined 3.5 percent. The third-quarter results marked the first decline in seven quarters of consecutive sales growth, said Jeff Gennette, Macy's chairman and chief executive officer.

"Our third-quarter sales were impacted by the late arrival of cold weather, continued soft international tourism and weaker than anticipated performance in lower-tier malls," he said.

The retailer also suffered a data breach, reportedly between Oct. 7 and 15, according to media reports. In further comments, Gennette referred to the company's digital business.

"We also experienced a temporary impact in our e-commerce business due in part to work on the site in preparation

for the fourth quarter," he explained. "The team has completed that work; the site is upgraded and our customers can expect an improved experience this holiday season. Based primarily on the impact of our third-quarter sales trend, we are updating our annual guidance."

Same-store sales will range from a decline of 1.5 percent to 1 percent. The previous guidance was flat to 1 percent.

—A.A.

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