# Appare Numerations

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CROSSING INTO ICONIC This year marks the 30th anniversary of Los Angeles brand Cross

Colours, which attracted consumers in the early 1990s through

its colorful designs and profound message. With a new generation

drawn to its legacy and an exhibition at the California African

American Museum, Cross Colours has assumed its rightful place

as an iconic brand. For more coverage, see page 6.

TRADE SHOW REPORT

## Majors Market Sees New Trends and Changes

By Andrew Asch Retail Editor

Retailers searched for juniors and young contemporary styles that featured tie-dye looks and utility-workwear silhouettes during the **L.A. Majors Market**, which ran Oct. 2–4 in Los Angeles' Fashion District.

For the biannual trade show devoted to department-store buyers and large specialty retailers, the utility look and styles reminiscent of 1980s and 1990s looks were in vogue, said Janie Martin, a buyer for **Ross Stores Inc.**, who was shopping **The Gerry Building**. While the hippie-era favorite, tie-dye, is gaining popularity, also surging in popularity were soft-textured fabrics and waffle-textured materials, which seem to be popular in any decade, said Brittany Anderson, a senior buyer for **Beall's Inc.**, during her time at the **California** 

**■ Majors** page 3

**RETAIL** 

## Forever 21 Files for Chapter 11 Bankruptcy Protection

By Dorothy Crouch  $Managing\ Editor$ 

Following much outside speculation over the last few months, Los Angeles—headquartered **Forever 21** filed for Chapter 11 bankruptcy protection last weekend. On Sept. 29, documents were filed in the United States Bankruptcy Court for the District of Delaware.

With 549 stores across the United States and 251 international locations, Forever 21 is seeking to restructure its operations and has requested approval to close 178 underperforming stores across the U.S., according to a company representative. On Oct. 1, the company revealed the locations of its stores that would potentially close. These included a number of California locations, among them stores

Forever 21 page 3



## Renovazio Show to Produce More L.A. Events

High-end fabric agency **Renovazio** produced its second Los Angeles trade event, the **Renovazio Show**, Oct. 2–3, in downtown Los Angeles.

The Renovazio Show was an invite-only event produced at the **Grand Courtyard** events space in downtown Los Angeles' South Park neighborhood. More than 14 of Renovazio's brands exhibited at the Los Angeles event. More than 45 attendees browsed through fabrics ranging from silk and wool to polyester and denim, said Marco Ciucci, a Renovazio partner.



Exhibiting brands require

minimum purchase orders of 300 yards. "We're trying to work with customers who can afford the fabrics," Ciucci said. The other two Renovazio partners are Riccardo Mencarelli and Andrea Tealdi.

Attendees and vendors were served catered Italian meals and took appointments at tables covered with white linens.

The show is poised for some growth. The Renovazio partners plan to produce biannual shows in two cities. They have been producing a New York City show twice a year since 2001. While Renovazio has operated a Los Angeles office for more than a decade, it started a Los Angeles Renovazio Show in February. The first one was held at the **No. 10 Restaurant**, an Italian establishment near West Hollywood, Calif., that is owned by Italian soccer star Alessandro Del Piero.

The partners moved to downtown Los Angeles to be closer to the area's Fashion District and also to produce in a larger space, Mencarelli said. He forecasted that it would grow slowly, not much bigger than the recent downtown Los Angeles event. There would be an emphasis on a collegial atmosphere, he said.

"We want a nice show, a good size and to be good partners," Mencarelli said. The New York City Renovazio Show is not much larger than the new Los Angeles show. Past attendees have been buyers from brands including **St. John Knits**, **James Perse**, **Banana Republic**, **A.L.C.**, **Brooks Bros.** and **Ralph Lauren**.—*Andrew Asch* 

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## John Wilson Named Stance CEO

John Wilson, a co-founder of the prominent brand **Stance**, was recently named chief executive officer for the brand that made socks into a fashionable item at surf and skate shops. Wilson replaced brand co-founder Jeff Kearl, who continues to serve Stance as its chairman.

The San Clemente, Calif.—based Stance started business in 2009 and raised \$50 million in venture-capital funding in 2015. The company made a splash with athletic and fashion socks for men and women that featured unique designs. It also employed marketing campaigns used by actionsports brands and placed Stance socks in independent skate and surf shops.

It also made socks bearing images of **National Basketball Association** stars such as Dwayne Wade, who was an early investor in the brand. Stance later became the official on-court sock for the NBA in the 2015–2016 and 2016–2017 seasons.

Stance remains popular for licenses with pop-culture properties such as **Star Wars**. The company also put the once-ignored sock into a new fashion realm, said John Anderson, president of the **Tank Farm** brand, whose store in Seal Beach, Calif., has sold Stance.

"You don't have to go to **Walmart** to get socks," he said. "[Stance] has great quality. Their colors are always on trend. Back in the day, people wore ties to express themselves. Now they're wearing socks."

Stance currently runs a handful of shops in retail centers such as **Irvine Spectrum** in Irvine, Calif., and in New York City.—*A.A.* 

## Skechers Announces Eco Standards

**Skechers USA** is one of the largest sneaker brands in America, and recently the Manhattan Beach, Calif.—headquartered company announced a serious commitment to reducing footwear packaging, according to Michael Greenberg, president of Skechers.

"As the third-largest worldwide athletic-lifestyle footwear brand with more than 170 million pairs expected to ship this year, we want to be as forward thinking with our packaging and shipping of our product, and these sustainable improvements can have a tremendous impact on the world," Greenberg said. "I'm proud of the ongoing efforts we are making to reduce our footprint as we've increased our global presence and look forward to progressing these initiatives as we continue to find ways to lower our impact on the environment."

Since 2016, the company has reduced its use of plastic in footwear packaging by 85 percent. It also has reduced plastic in 10 percent of its foot forms, Greenberg said. The company's buildings have achieved LEED Gold certification or are being built to LEED Gold standards in facilities that include Skechers' distribution center in Moreno Valley, Calif., and its offices in Manhattan Beach and Hermosa Beach, Calif.—A.A.

## **Week in Review**

There's a race among retailers to offer same-day delivery. In April, Amazon announced free one-day shipping for its Prime subscribers. In March, Walmart introduced free one-day shipping for orders of \$35 or more. On Oct. 1, Macy's got involved in the race. The department-store giant offered free same-day delivery to shoppers in 30 markets across the U.S. who spend \$75 or more.

The Fashion.com domain should attract millions of people in internet searches, but it currently isn't in use. The domain fashion.com was registered by three fashion students in 1994. They have not accepted any offers to buy it, but a representative for the unnamed group announced Oct. 1 that it will auction the domain later this year. A statement from Peter Johnson, an adviser to the domain owners, forecasted the auction could command one of the highest prices paid for a domain name. Auction services are scheduled to be provided by auction-experts.com.

**Rip Curl,** one of the world's top surfwear brands, was sold for more than \$234 million to Kathmandu, a New Zealand-headquartered outdoors brand. The deal was announced Sept. 30 on the website of the Australianheadquartered Rip Curl, which runs a U.S. corporate office in Costa Mesa, Calif. A Rip Curl statement said that the 50-year-old brand would maintain its independence. Xavier Simonet, Kathmandu's chief executive officer, said that the merger would make his company into a global player. "Rip Curl transforms Kathmandu into a highly complementary, seasonally balanced, global outdoor and actionsports business," Simonet said. "The combination will support the acceleration of our brands' global expansion into new channels and markets."

Nordstrom is scheduled to open a highly anticipated full-line store in Manhattan's Columbus Circle on Oct. 24. "The Nordstrom NYC flagship will represent the biggest and best statement of the brand and the largest single-project investment in Nordstrom history," said a statement from the Seattle-headquartered department-store company. The new shop will span seven levels and offer categories including contemporary clothing, accessories, shoes, beauty and children's items. The flagship store also will feature six restaurants.

St. John Knits named Zoe Turner as its new creative director. Turner will be responsible for directing the brand's creative vision ranging from its collections and retail environments to its multimedia presence. Turner's résumé includes design work at fashion houses such as Dior, Alberta Ferretti and the Max Mara Fashion Group, said Joann Cheng, chairman of the Fosun Fashion Group, which acquired a majority interest in St. John in 2017. "We believe Zoe can introduce St. John to a larger audience through reinterpreting the brand codes and modernizing the collections," Cheng said.

#### Majors Continued from page 1

#### Market Center.

If the market was marked by new styles, vendors said it was also shaped by a decline in buyer attendance because of the Jewish New Year. Rosh Hashanah was celebrated in the days preceding the market, and many vendors and buyers did not attend the market because of the holiday, according to show vendors. The show also was marked by a spreading out of where the show's action took place.

Within recent memory, the Majors Market only took place in the CMC showroom building. For the recent market, buyers found temporary showrooms on the CMC's 10th floor, as well as permanent showrooms on the CMC's 8th and 5th floors.

But the CMC is in the midst of a \$170-million renovation that is scheduled to be completed in 2020. Due to building construction, some space was not available in the CMC. Buyers increasingly worked Majors Market appointments at surrounding showroom buildings and even outside of the district

For 18 years, **YMI Jeans** rented sprawling temporary showrooms at the CMC during Majors Markets. For the two markets in 2019,

YMI exhibited at its headquarters in Los Angeles' Boyle Heights section, which is a 10-minute drive from the Fashion District. David Vered, YMI's president, said that the move was no problem.

"Most of our buyers were receptive to visiting us at our headquarters," he said. "They see us in our natural surroundings."

The Gerry Building, located across the street from the CMC, enjoyed a surge in Majors Market traffic. Juniors label **Stony Apparel** moved there before the market started. The **Jerry Leigh of California** label rented a temporary showroom at the Gerry for the market, said Paula Unger, a creative director for the **Dickies Girl** label, which is licensed by Jerry Leigh.

She said it was harder to find temporary space in the Fashion District's cluster of showroom buildings during the market, but it was worth it. The workwear-focused Dickies is one of the stars of the utility trend, and the temporary showroom featured visits from retailers such as **Dillard's**, **Tilly's** and **Pacific Sunwear of California**. However, some retailers still haven't gotten used to going to buildings outside of the CMC, Unger said. Walk-in traffic was not as heavy as at the CMC.

"Our meetings were mostly by

From left, George Gati and Danielle Stang of The Miss Group at New Mart

appointment," she said. "You had to know that we were here."

The Miss Group company also exhibited outside of the CMC. The company specializes in making knits, sweaters and other items at a factory in Brooklyn, N.Y. It exhibited at The New Mart. George Gati and Danielle Stang showed Miss Group's sweaters and fabrics during the show. They said the show's business was steady and was supported by their regular customers.

Gati said that there was a lot of product on the market, which made market business slow.

"A lot of retailers were cautious in placing new orders," he said. Stang agreed. "The market was better than April [the previous Majors Market] but not as good as last October," she said.

Gati, who observes the Jewish holidays, flew in from New York on Oct. 2, after the New Year holiday ended. He believed that the

holiday had affected attendance at the show.

Alison Budow of the **Alison Showroom** said that the holiday made the show feel like a one-day market.

"The right schedule is a three-day market," she said. "One day is insanely busy."

After 20 years in the CMC, Budow said that she is scheduled to open her showroom in the Gerry

The Majors Market served as something of a homecoming for the Barbara Fields Trend Report. Barbara Fields of the **Barbara Fields Buying Office** had been producing the event in the CMC for more than 30 years but moved out of the building earlier in 2019. In April, she produced the report for retailers at her home in West Los Angeles.

During Majors Market, she produced her trend forecast at a mezzanine showroom in the **Cooper Design Space**. Her forecast focused on some of the season's overarching trends such including tie-dye and utility looks.

She also discussed other looks for Spring and Summer 2020, such as the popularity of pants and shorts with cinched—or "paperbag"—waists. Loose-fitting mom jeans would be popular, and denim would not be distressed moving into Spring and Summer 2020.

Dresses, jumpsuits and rompers would remain popular. Camisoles and clothes with ruffle details and smocking would gain favor this season, while clothing using lace fabrics as well as mesh and crochet would perform well. Bright colors would be in demand during the upcoming season, along with unique colors such as a rust-hued terra-cotta hue.

"It's very Victorian," Fields said. "No more grunge." ■

#### RETAIL

## Forever 21 Continued from page 1

at 2 Stockton Street in San Francisco, 901 State St. in Santa Barbara. The Americana at Brand in Glendale, Anaheim Plaza in Anaheim, Beverly Center in Los Angeles, Chico Mall in Chico, Del Monte Shopping Center in Monterey, Fashion Island in Newport Beach, Fresno Fashion Fair in Fresno, Galleria @ Roseville in Roseville. The Galleria @ South Bay in Redondo Beach, the Galleria at Tyler in Riverside, the Glendale Galleria in Glendale, Hillsdale Shopping Center in San Mateo, Inland Center in San Bernardino, Lakewood Center Mall in Lakewood, Mission Valley in San Diego, Northgate Mall in San Rafael, Northridge Mall in Salinas, Oakridge Mall in San Jose, The Oaks in Thousand Oaks, Pacific View Ventura Mall in Ventura, Palladio in Folsom, Parkway Plaza in Cajon, The Plant (an F21 Red location) in Van Nuys, The River at Rancho Mirage in Rancho Mirage, **Sherman Oaks Fashion** Square in Sherman Oaks, The Shops @ Tanforan in San Bruno, Solano in Fairfield, Sun Valley in Concord, Tulare Outlet Center in Tulare, Tustin Marketplace (an F21 Location) in Tustin, University Town Center in San Diego, Valencia Town Center in Valencia, Vintage Faire in Modesto, Westfield Culver City in Culver City, Westfield Santa Anita in Arcadia, and Westfield Topanga Plaza in Los Angeles.

"They are going to try to come out leaner and meaner out of bankruptcy and use the process to eliminate certain store locations that may not be profitable or performing as Forever 21 would like them to be performing," said Marcus Colabianchi, a partner specializing in bankruptcy and creditors' rights at the San Francisco office of law firm **Duane Morris**. "Over the next 30, 60, 90 days, a lot of negotiating will be taking place between Forever 21 and its landlords in terms of potentially restructuring leases, terminating some leases—which they can do in the bankruptcy process—and to come out with a smaller footprint than what they currently have internationally and domestically.'

Thinking about Forever 21's navigation through the bankruptcy process, Syama Meagher, chief executive officer of the Los Angeles—based **Scaling Retail** consultancy, felt that this challenge could benefit the retailer.

"When people talk about bankruptcy, they overdramatize it," she said. "With a financial

restructuring, in terms of who is restructuring these businesses, you bail them out, break it up, and exploit the pieces that would turn the highest profit and juice the brand for what it's worth"

In the bankruptcy filings, the company revealed that it owes between \$1 billion and \$10 billion to more than 100,000 creditors including the Simon Property Group, Brookfield Properties, FedEx and Los Angeles-based A&E Clothing Inc. The company has secured \$275 million in financing from its existing lenders with JPMorgan Chase Bank, N.A., in addition to \$75 million in new capital from TPG Sixth Street Partners.

"The financing provided by JPMorgan and TPG Sixth Street Partners will arm Forever 21 with the capital necessary to effect critical changes in the U.S. and abroad to revitalize our brand and fuel our growth, allowing us to meet our ongoing obligations to customers, vendors and employees," Forever 21 Executive Vice President Linda Chang said in the press release.

According to Meagher, the steps that Forever 21 takes next will be most crucial to the company's survival. She advises the company and others with a similar business model to be proactive in this shifting retail environment of pivoting to meet the fresh needs of a new generation of bricks-and-mortar shoppers.

"Eighty percent of Gen Z are going into stores," she said. "Gen Z is the generation that Forever 21 was built off of. But Forever 21 didn't pare down on its generational strategies. They got tied up with more top-heavy growth."

To attract this demographic, Meagher advises more experiential offerings such as incorporating technology that blends e-commerce and gamification. Retailers must work with existing spaces to efficiently reinvent their brands.

News of the bankruptcy filing follows the opening of a new Los Angeles location on Sept. 13, at the **Hollywood & Highland** retail center, which also houses the **Dolby Theatre**, host to the **Academy Awards**. Along with a Pasadena, Calif., location this most recent Hollywood & Highland location appeared on the list of possible store closures. Forever 21 was founded by Jin Sook and Do Won (Don) Chang in 1984 as a single boutique located near downtown Los Angeles.

#### The New Mart

127 E. Ninth St.

#### NEW SHOWROOMS

REPEAT CASHMERE WEST COAST SHOWROOM Suite 205

PIA GLADYS PEREY Suite 600

Moira by Pia Gladys Perey

Pia Gladys Perey
ANGIE
Suite 611

BAHH COLLECTIVE Suite 1105 0039 Italy Acrobat

C'est Fini MAC Denim ALL ACCESS APPAREL/ SELF ESTEEM Suite 1202 Belle Du Jour

#### NEW LOCATIONS

Self Esteem

HUDSON JEANS Suite 204 EMBLEM SHOWROOM

Suite 1004
NEW LINES

5 SEASONS SHOWROOM Suite 400 Buddy Love

ECHO SHOWROOM Suite 404 Bevy Flog

UTE AND JIM'S SHOWROOM Suite 503

JV ASSOCIATES Suite 605 Tru Luxe

MELODY FAST SALES Suite 609 Harshita HASSON COSTA/

CULTIVATE SHOWROOM Suite 700 Ellor Recommence

#### CORINA COLLECTIONS Suite 702 Flea Market Girl

Sunday Girl
CAROL HERZOG
Suite 703
MY Soul
JQ Jeans

SHOWROOM SHIFT Suite 708 B-E-A-T-A Design Studio

Nounke BERNADETTE MOPERA AND CO. Suite 711

Anonyme Saint Geraldine Wild Pony

IVKO

LINES OF DENMARK Suite 807 Allan K Bird of Flight Calou Stockholm Henriette Steffensen Ilse Jacobsen

Calou Stockholm
Henriette Steffenser
Ilse Jacobsen
Ivylee Copenhagen
Rosemunde
Papucei
U-Dot

JOKEN STYLE Suite 808 Amedeo Exclusive Bake Blue Monkey Melow Designs RCONT

Sapph Trunkers NEW DESIGNERS SPACE Suite 810

Ruban Noir

J. Chung
LA RUE SHOWROOM
Suite 904
Hidden Denim
SUE GOODMAN

SHOWROOM Suite 909 Brokedown PINCH Talisman

THE LANDA SHOWROOM Suite 1001 Smashed Lemon STACY KEYES SHOWROOM Showroom 1010 Ro & De

FASHIONLINK Suite 1011 Monessa Mucho Gusto Salvatore Nigor

**NEW LINES** 

Salvatore Nigordi
WBC SHOWROOM
Suite 1101
Driftwood Jeans

Femme Fatale Robert Aruj Inc. MARY MINSER SALES

MARY MINSER SALE Suite 1105 Eesme Orb

THE M SHOWROOM Suite 1110 Hippy Sister Soap Company Mimozzas Rebecca Elliot

Sisters
PERLMANREP
Suite 1205
Lola Jeans
Soyaconcept

EXCLUSIVELY AT THE NEW MART FOR OCTOBER MARKET

DEJA BLUE Suite 707 BCNU KISMET SAL

KISMET SALES Suite 921

Cooper Design Space

860 S. Los Angeles St.

HYDEN YOO

#### NEW SHOWROOMS AND NEW LINES

Suite 203 Hyden Yoo T & A SHOWROOM Suite 204 7 Daze Amy Lynn London Aya Bench/Body Black Friday Born in Kansas Le Cruz Mercado Global Mr. Bacon Partee Supplies Rider Schwiing Socks n Socks Soulstar Storm

Storm WAAF THE PALM ROOM Suite 400A Blue Life Place Nationale

Place Nationale
Tori Paver
Winston White

THE VILLAGE SHOWROOM Suite 413 David Lerner Erin Fader Jewler

Erin Fader Jewlery Life Clothing Co. Wildfox SEAMLESS SHOWROOM

Suite 415
Boys + Arrows
Callahan
Devotion
Funboy
LACAUSA
SAME Swim
Show Me Your Mumu

Saturday School
POSTE SHOWROOM
Suite 514
Apricot

Apricot
Baloot
Best Mountain
Brave Soles
Coin 1804
Dazey LA
Mane Project
Replica
White + Warren

Replica
White + Warren
YIREH
POLLY KING & C
Suite 635
Camilla

Camilla
Champion
Chinti and Prker
Hanes x Karla
Les girls les boys
Olivia Rubin
Rebecca Taylor
Solid and Striped
Selma Cilek
The Upside
Wone

Wone
LOVE BY LOTTA
STENSSON
Suite 817

Ed Hardy

JohnWin



## **Stahvo Hopes to Sew Up Activewear With Tailored Looks**

By Andrew Asch Retail Editor

Gustavo Garibay had enough of brash colors and big logos in activewear. He wanted to use the words "refined" and "tailored" to describe it. When he didn't see this option in men's activewear on the market, Garibay, a former director of denim product

development at Guess?, Inc., resolved to design it himself.

During the week of Oct. 7, he is scheduled to officially launch Stahvo, an active menswear essentials line with shorts that could be worn at the gym or the beach. Other pieces in the line include pants made out of performance fabric, T-shirts and an unlined blazer that could be worn at a

"Beach, gym, day-tonight, I don't feel like I'm underdressed," he said, describing his self-financed line. "It's more refined and polished."

The collection is currently sold at the Universal Body boutique in West Hollywood, Calif., and Hombre Tulum, Garibay's boutique in Tulum, Mexico.

To little fanfare, Stahvo has been manufactured in Los Angeles since 2017. The first Stahvo piece that Garibay showed was the line's shorts. Serving as the line's first salesman, Garibay cold-called Universal Body to get a perspective on his work.

It was an untested brand, but Scott Sykes, co-founder of Universal Body, gave a green light to selling the shorts. Being located in the same retail center as the sprawling Crunch Fitness gym and a short drive from the luxe fitness studio Equinox, Universal Body's neighborhood attracts people looking for active looks from new designers as well as new styles. The boutique seeks to appeal to the fitness and fashion crowds.

"The two crowds are definitely not exclusive," Sykes said. "The last six years it was all about active. But its popularity has seen its height. We are all watching an emergence of a new category that is a hybrid of active lifestyle and active performance. There's a bridge being built, and it is making

its way to its own category. Basically, we are concentrating on hybrids. The hybrids give the athletic-lifestyle person something to wear. They all want to be comfortable, no matter what they are doing."

The inspiration for Stahvo comes from frequent travel. Once a month, Garibay was flying from Los Angeles to Tulum, which is a

> resort city on the Caribbean coast of Mexico's Quintana Roo state.

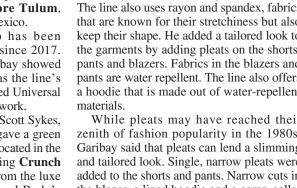
> Garibay had little patience for waiting in airport terminals to check luggage. He also did not want to pack a lot of clothes, but he hoped that the few clothes he did pack could be used in plenty of different situations. Soon after he designed the tailored shorts, he expanded with garments that could be worn outside of a gym.

The activewear side of the line comes from its fabrics, such as four-way-

stretch nylon, which offer greater mobility. The line also uses rayon and spandex, fabrics that are known for their stretchiness but also keep their shape. He added a tailored look to the garments by adding pleats on the shorts, pants and blazers. Fabrics in the blazers and pants are water repellent. The line also offers a hoodie that is made out of water-repellent

While pleats may have reached their zenith of fashion popularity in the 1980s, Garibay said that pleats can lend a slimming and tailored look. Single, narrow pleats were added to the shorts and pants. Narrow cuts in the blazer, a lined hoodie and a camp-collar shirt are also features of the line. Pants have a cropped inseam, and the blazer's pockets are placed on the side of the jacket, not at the

T-shirts come in several silhouettes of muscle shirt, short-sleeve shirt and long-sleeve shirt. The shirts come in white and black, while the jacket and pants are offered in black. Shorts are made in black as well as various patterns. Retail price points range from \$70 for a muscle tee to \$220 for a blazer.



## **Calendar**

#### Oct. 4

Los Angeles Christmas Cash & **Carry Gift Show** 

Los Angeles Convention Center Los Angeles Through Oct. 6

Oct. 8

L.A. Fashion Week Petersen Automotive Museum Los Angeles Through Oct. 12

#### Oct. 10

**Los Angeles Fashion Week** powered by The Society For The Stars Fashion House, Union

Station Los Angeles Through Oct. 13

**Vegan Fashion Week Awards** Night Ace Theater Los Angeles

#### Oct. 14

**Vegan Fashion Week** California Market Center Los Angeles Through Oct. 15



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

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

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## On a Mission Beyond Clothing Manufacturing, Bowie & Co. Brings New Life to L.A.

By Dorothy Crouch Managing Editor

For **Bowie & Co.** founder Taylor McKinnon, manufacturing domestic, high-end clothes to work toward social change is a personal mission. As someone who experienced great loss, including the passing of his beloved grandmother Brenda, which led to his homelessness, McKinnon experienced firsthand the challenges of recovering from living on the street.

"I was homeless and messed up the first half of my life searching for belonging. I lost a close relative," he said. "Life became really hard, and I made life difficult for myself. I lost everything and ended up on the streets. I was taken in by a homeless shelter called the **Dream Center**."

After accepting his mistakes as his strengths, McKinnon launched Bowie & Co. in 2017 as a men's line of denim, basics and outerwear. The brand is based in downtown Los Angeles to not only create a domestic product but also serve the community in which the company is headquartered. Through its manufacturing, label sourcing and distributor

partnerships, Bowie & Co. relies on Los Angeles for many of its resources but is inspired by different corners of the globe, particularly for its fabrics.

"It's a Japanese style but European in cut," McKinnon said. "We're about simplicity and layers, small batch and local. We have strong, soft fabrics."

The brand reclaims dead stock from around the world, such as premium cottons, **Lenzing** Modal and Japanese selvage. Sourcing fabrics in this way not only allows Bowie & Co. to create unique pieces, but it also forces the company to abide by its mission to manufacture in small batches in an ecologically sound manner.

"I buy a lot of premium end-ofline rolls of great fabrics. A lot of companies charge a lot of money for garments made with these fabrics," McKinnon said. "If I only get 50 T-shirts out of one roll, it's 50 fantastic T-shirts made by really nice people that need a job in L.A."

There are also garments in the Bowie & Co. collection that utilize vintage pieces to create new pieces. Much like the homeless, or "in-between" and "in-transition" people McKinnon wants to rehabilitate, these pieces still can offer joy through a clothing story.

"One of my favorite things to do is to go to markets and buy jackets or old, big blankets made from beautiful fabrics and panel them to give them a new life," he said. "Someone worked really hard to make that a long time ago. We do a lot of one-off vintage pieces through repurposing them, which gives people exclusivity—everyone gets to have their own piece of Bowie."

Building upon the locally made model, McKinnon envisions Bowie & Co. locations in different cities such as Tokyo and London, but, rather than exporting from Los Angeles, goods sold in these stores would source materials within those regions. Included in the current Los Angeles and future international locations, McKinnon plans to create apprenticeships for those in transition to learn the apparel-manufacturing trade.

In addition to its push to provide jobs in Los Angeles, Bowie & Co. also donates \$7 from each sale to help feed a family for a week through the nonprofit organization **God's Pantry**.

"We sell it to nice retailers, we put our money where our mouth is, and we feed a family for a week that, otherwise, they wouldn't be able to afford groceries," McKinnon said.

Looking toward the future, McKinnon has surrounded himself with like-minded people, including his wife, Amanda, his biggest inspiration, who supported him throughout his healing from living in the shelter to building Bowie & Co. This group of giving-focused artistic minds also includes artistic director Aaron Haxton and distributor Gil Gomez at the Black Circle Agency.

"We are one big family," McKinnon said. We all want to see a better world. Sometimes it's hard to get involved in something. The starting point is uncomfortable for people. Nothing separates us; we're all the same. We're making a change for the greater good. Love always wins, and we have to forgive quicker."

Retail price points for Bowie & Co. range from \$240 for denim to \$300–\$400 for jackets. Sizing for tops ranges from S–XL, while pants are available in 30–38. The brand is sold online at *www.bowie.co* and at select boutique retailers such as downtown Los Angeles' **ComunityMade**. •





#### **MANUFACTURING**







Brian Wilson, Jr., during MAGIC February 1990



California African American Museum exhibition

## Intent on Empowering a Community, Cross Colours Crosses Into Iconic Status

By Dorothy Crouch Managing Editor

Starting 30 years ago with an apparel-manufacturing idea that would reflect the culture of an often-underrepresented community, TJ Walker and Carl Jones launched **Cross Colours**, the Los Angeles-based brand that relied on colorful fabrics and designs inspired by young people. Working together at the **Surf Fetish** brand, Walker, the graphic artist, and Jones, the owner, formed the Cross Colours partnership. While the duo sought to build a brand with which young black youth could identify, they succeeded in creating a legacy that reached far beyond boundaries.

"When we started, we made a valiant effort to address an industry that was underserved," Walker explained. "As black people, we felt we had the purchasing power. We bought clothes and accessories, but in the market we were never identified as the consumer of the product in the advertisement

or of the product itself in terms of design, patterns and production."

The brand hired black models such as a young Djimon Hounsou and invested in featuring apparel made to recognize the demands of consumers in the community. There was one particular moment during the early 1990s that launched the company onto a path that would place it among the icons of apparel.

"Our marketing director, David Stennet, took overruns of product to a studio to see if the stylist would be interested in putting them on entertainers on a show. The show happened to be 'The Fresh Prince of Bel-Air.' Because they loved the product, they got it on Will Smith within a day," Walker said. "That is how we started marketing and product placement."

This formula worked, with the brand growing to unveil advertising campaigns that featured Dr. Dre, Snoop Dogg and Earvin "Magic" Johnson. A strong celebrity

following included notable names such as Tupac Shakur, TLC and Jamie Foxx.

#### **Feels like MAGIC**

While boasting a celebrity clientele is impressive, Cross Colours also quickly gained recognition among industry insiders. During their first Las Vegas **MAGIC** industry trade show in February 1990, Walker and Jones wrote approximately \$10 million worth of orders.

"We had exhausted all of our funds to get there, doing the samples, preparing for it, and we made a custom booth. There wasn't much color present in the industry in terms of fabric and in terms of people as well," Walker explained. "We broke barriers in quite a few areas just coming to the show. When we got there, we found that people liked what we had."

Walker and Jones's message of peace and unity, meant to quell gang violence and empower young kids within their



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#### **MANUFACTURING**

community, still resonates today.

"When we talked about inclusion and diversity, those were issues we dealt with in the '90s, but now they've been given a different word," Walker said. "Even the clothing has evolved. First it was called ethnic, then it was urban, and now it's called street."

Through Cross Colours, Walker and Jones continued to create clothing throughout the early 1990s, speaking to their target audience comprising young people of color, yet the brand enjoyed mainstream success. Unfortunately, financial problems experienced by Cross Colours' largest retail partners adversely affected the brand, which suspended operations in the mid-1990s.

#### **Redeveloping the business**

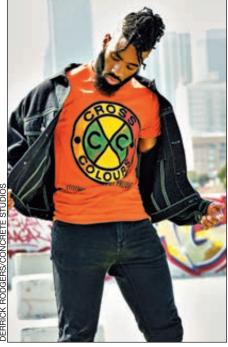
Available online at www. crosscolours.com and retailers such as Lynnwood, Wash.-headquartered **Zumiez**, Cross Colours is manufactured in men's sizes S-2X or 3X—depending on the style—and women's XS-L. Retail pricing for

basics ranges from \$38 to \$78 and \$298 to \$2,100 jackets.

While the brand manufactures basic styles overseas in Asia and Mexico, these products are finished in Los Angeles. Its denim and leather jackets, designed in retro styles, are created in Los Angeles, affording a special connection to the brand's home.

The mission of connecting with the community through positive messaging has not changed for Cross Colours, but Walker noted that there are changes within the market through which the brand must navigate.

"The industry has changed totally since then and that is a huge learning curve for us as well," he said. "We have social media now—**Instagram**, **Facebook**, **Twitter** and other platforms to use for marketing promotion and sales. That is a full-time job and created new positions that were not there



Cross Colours vintage-denim remake

years back. There are new positions that have been created but others that are gone."

In addition to developing the business to suit today's market, Walker recognized how young people consume information. This shift has transformed the ways in which his audience shops, creating a need for Cross Colours to adapt to the immediacy of consumer demand.

"What has really changed is the youth, who are the customers we are trying to engage. It's all about keeping the youth engaged. Because of the internet, how quickly things move and how much content is available to them within minutes, the news is so readily available," he said. "Mobile devices are your sales tool for retailers and wholesalers. Those things are important."

#### Crossing back onto the scene

According to Walker, the brand has been back for four years. Many would argue that Cross Colours never went away, it simply entered a hiatus

period. In addition to its popular tagline, "Clothing Without Prejudice," the positive role the brand played extended into outreach through providing haircuts to children, supplying toiletries to those in need and organizing food drives.

From the appearance of Cross Colours—outfitted Cardi B and Bruno Mars performing together at the 2018 **Grammy Awards** to a new exhibition, "Cross Colours: Black Fashion in the 20th Century," at the **California African American Museum** in Los Angeles, the brand's legacy is now being celebrated

"We are drawing direct parallels of the brand's DNA to social movements throughout the last century that speak to a certain political ethos the brand has always intertwined," said Tyree A. Boyd-Pates, the museum's curator of history. "It adds to the conversation of black innovation within fashion.

It can also add to drawing important parallels to how black fashion is political and has always been."

Organizing the exhibition to showcase Cross Colours pieces, archival materials and imagery, Boyd-Pates and Assistant History Curator Taylor Bythewood-Porter complemented the apparel with stories and images from important moments during the struggle for African-American equity. Across from a television screen displaying footage of "The Fresh Prince of Bel-Air" and Cross Colours apparel, stories of Marcus Garvey, Malcolm X, The Black Panthers and 1960s-era civil rights activists are told, many of which provided inspiration for details on the garments.

"Black fashion is political as much as it is trendy. Cyclically, with this popular brand from the 1990s, one could forecast its popularity again 30 years later," Boyd-Pates said. "Much like the sociopolitical climate of the 1990s, there isn't much of a departure from that today. Brands like Cross Colours will always remain in vogue because they speak truth to power when power could be abused."

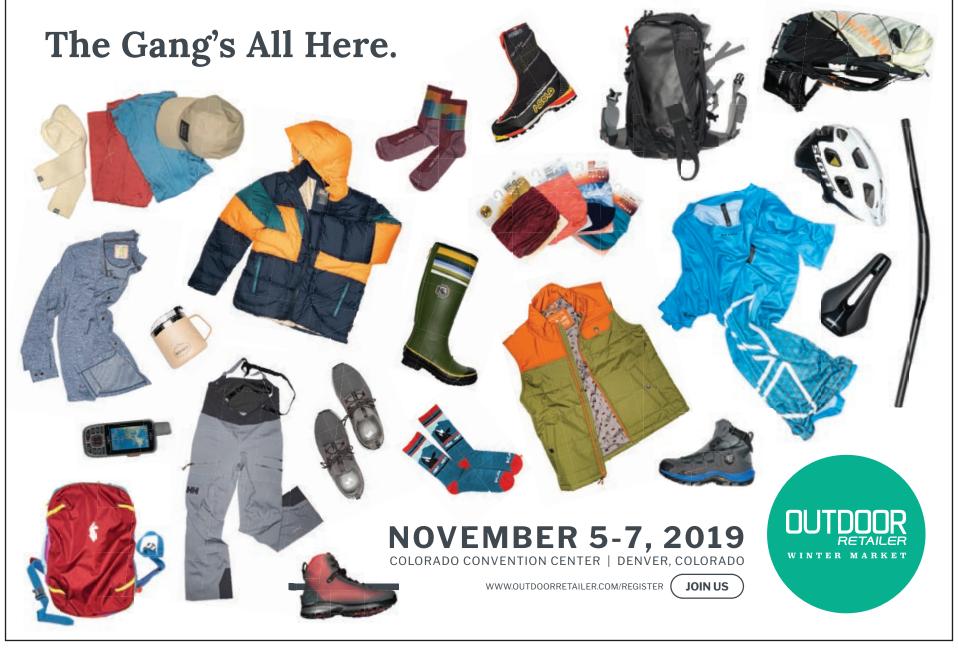
#### **Building upon a legacy**

Visiting the California African American Museum from New York, Andreya D. Matthew took her time to fully experience the Cross Colours exhibition. She realized how familiar she was with this impactful brand whose name she never knew. Growing up as a child in the 1990s as Cross Colours' successors such as **FUBU** launched, Matthew was familiar with the colorful apparel worn by actors on programs such as "Martin" and "In Living Color."

"I never knew the name of the brand or where it came from, but now I remember it and wanted to get something like that," she explained. "It was in our culture so much that I can't imagine our culture without it. I am glad they are doing this exhibition, letting everyone know."

Moving into the future of Cross Colours, Walker reflects on how the brand has reentered the apparel space, attributing its success to the legacy he and Jones created.

"Make sure it will be something that is going to give back. Don't just take with whatever you create, you have to have a giveback component to it," Walker said. "In that way, you're always going to have it in a position where it can come back to you and where it can always be something that people want to give back to you as well."





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#### **INDUSTRY VOICES: FASHION**

## Luxury Streetwear: Street Style 2.0

By Nick Verreos Contributing Writer

Working in fashion, both as a designer and an educator at a college such as the Fashion Institute of Design & Merchandising, I have to stay on top of what's new, what's next and keep abreast of trends or what could be a future trend.

In the last few years, I have kept a very keen investigative eye on the street and especially what "the kids are wearing." To me, "the kids" are our students at FIDM, and they are the trendsetters. I always advise

them with a wink and a nod that they don't need to look at trend reports to see what is next. Instead, I say to them, "Just look in the mirror and at your friends!"

As a result, I have known for a while that this movement of luxury streetwear would probably become a tectonic style shift that shapes sportswear and, overall, the fashion world. For many who aren't

inside the industry looking out, the question remains, "What is luxury streetwear?"

Let's begin with the genesis of luxury streetwear. To start, the term "streetwear" has been around for many years in the fashion world. Rooted in skate, punk and hip-hop cultures—think the Beastie Boys meets Missy Elliot meets Venice Beach—the "luxury" addendum to this combines those early streetwear origins with traditional high

Surfboard designer Shawn Stussy was one of the designers at the forefront of early luxury streetwear. Stussy took the Southern California lifestyle and T-shirt/ surfwear look and added the luxury element by making his designs unique, exclusive and not cheap. Present-day streetwear sees brands as diverse as Gucci, Supreme, Moncler, Louis Vuitton, A Bathing Ape, Off-White, MSGM, Vetements, Yeezy and Adidas all embracing the luxury-streetwear style mantra. New streetwear aesthetics are hybridizing with traditional luxury goods and fundamentally reshaping the market for status symbols, resulting in a genetically different luxury world.

While luxury brands have always gained inspiration from the underground, subculture and streetwear style, for the first time top designers and brands are getting a seat at the table. Leading the forefront of this streetwearification of luxury are designers like Virgil Abloh, Kanye West and Demna Gvasalia.

Streetwear blends a diverse mix of styles including casual sportswear, military pieces, Americana, hip-hop influences, skate references and workwear, while designers add their own personal touches to these designs. When someone asks me, "What is luxury streetwear?" I direct them to photos of those influencers and fashionistas, caught on the street, racing from fashion show to fashion show during New York, Milan, Paris, Los Angeles or Tokyo fashion weeks. More important than the fashion mavens themselves, the perfect examples of luxury streetwear can be seen through the clothes they are wearing.

The term's style elements are based on traditional sportswear-and-activewear

> staples. Hoodies, long T-shirts, puffy coats, bombers, denim and oversized anything are paired with luxury elements such as a pair of \$900 dad sneakers from Balenciaga—you can thank, or blame, Demna Gvasalia for that! During a recent trip to that hautest of haute department stores in New York City, Bergdorf Goodman, I knew something significant had happened to the luxury-fashion world upon entering the shoe

department.

Nick Verreos

Lo and behold, there were no 5-inch stilettos nor traditional leather loafers displayed on the front tables. In their place were big, bold and uber-expensive clunky sneakers. From Prada to Gucci and, even, Valentino, everyone was doing luxurystreetwear kicks. The same goes for fashion.

One can see the influence this movement has on even the more high-brow brands that were traditionally favored by ladies who lunch. I witnessed bold shapes, volume, colors and oversize, graffiti-like prints in the Designer Salon section and couldn't help but wonder if they were serving luxurystreetwear tea. An oversized, bright-yellow Chanel x Pharrell hoodie with Lesage sequin embroidery? Yes, please!

Whether one realizes it or not, we are witnessing this hybridization of streetwear with luxury (I think we here in Southern California have been keener on the trend before anyone else). As the trend continues to expand, there are different elements coming together.

Stylish consumers are driven by the ageold influence of street in fashion trends; the Insta-world we live in for bolder, eyecatching, eye-disrupting imagery; a thirstespecially with the younger generations—to look as if they are customizing their looks; and more bespoke styling that blends thriftstore finds with high-end luxury items. This perfect style storm has created a countermovement to the clothing fast-fashion retail brands have sold for years. Throw all these things into the fashion mix and we have created a perfect style movement created to complement the time in which we live.







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## **Soho Warehouse Hopes to Bring Change to Arts District**

By Andrew Asch Retail Editor

A number of high-end retailers, restaurants and prominent companies have moved into downtown Los Angeles' Arts District in the past few years, and one major tenant is opening in the area this week. Luxe club **Soho Warehouse** opened for a select group of its members on Sept. 30.

While the Arts District still shows signs of urban blight, the highly anticipated Soho Warehouse is forecasted to attract a number of affluent people to the Arts District to dine, party, attend cultural events and stay at its 48 bedrooms in the seven-story building.

The development includes a gym, a rooftop swimming pool, high-end restaurants and bars, as well as works from Los Angeles-based artists. Housed in a former industrial building that is more than 100 years old, the hotel's design includes graffiti that was spray-painted on the building's walls years ago.

Soho Warehouse has sibling clubs in West Hollywood, Calif., and Malibu, Calif. Its parent company, **Soho House & Co.**, runs clubs and hotels across the globe. Sam Stone, group director of membership for Soho House, said the company had wanted to open in downtown Los Angeles for a while.

"Downtown L.A. and the surrounding areas have such an interesting creative community that we've wanted to be part of for a long time," he said. "For us, it's exciting to open in a place where there's already a tight-knit community and be part of their journey as it grows, supporting and helping those creatives along the way,"

Soho Warehouse's address is 1000 S. Santa Fe Ave., and it is located down the street from the well-appointed **Warner Music** office building. Current and former Arts District retailers consider the debut of Soho Warehouse a milestone for the district that, until a decade ago, was distinguished by its empty warehouses and lofts, which housed working artists.

Former and current Arts District retailers agree that Soho Warehouse is a landmark but also have mixed views on whether it will provide a jolt for retail in the district.

"It's another win for us," said Christion Lennon, who runs e-commerce for the brands **Brotherhood** and **Peace & Quiet** 



Shepard Fairey art by the entry to Soho Warehouse

se The exterior of Soho Warehouse

in the Arts District.

However, growth of luxe boutique retail has been slow. The last major retailer to move into the district was **Dover Street Market**, which opened in November 2017 in a space that is a short walk from Soho Warehouse. Lennon forecasted that it would be several years before the boutique-retail business would gain momentum in the district.

In addition to Dover Street Market, boutique retailers in the district include a flagship for **3.1 Phillip Lim**, which opened in 2017; a **Shinola**-brand flagship; and multi-brand boutiques **Wittmore**, **Rogue Collective**, **Commonwealth** and **Juice**.

Guerilla Atelier was a pioneer in Arts District retailing, but it closed in 2017 after construction made it hard to do business on the block, said Carl Louisville, Guerilla Atelier's founder. Earlier this year, he opened a new concept, Carl's Atelier, at the Westfield Century City retail center in West Los Angeles.

He said that Soho Warehouse is opening in a place that is way off of the general public's radar. "I've always felt anything past 7th Street was too far for most people to

venture," he said. "Hopefully, Soho Warehouse will provide the anchor to the area, which is desperately needed."

At the moment, a café and a wine shop are located across the street from Soho Warehouse, and Jay Luchs, a vice chairman for commercial real estate firm **Newmark Knight Frank**, forecasted that the club could bring more people and businesses to the neighborhood. "It doesn't stand out. It fits in the Arts District," Luchs said. "The area has a hip, incredible vibe. The creative community already exists there. Soho Warehouse fits right in."

He estimated that a square foot of street-level commercial space in the Arts District ranges in price from \$4 to \$6. There will be increased opportunity for bars, restaurants and hospitality businesses in the Arts District, said Luchs, who is a member of Soho House, but the neighborhood isn't for everyone. "Traditional retailers wanting to follow the activity should know it's not a guarantee that they will do as well as they might in West Hollywood or as well as the restaurants in the Arts District," Luchs said. "Retail, and food and beverage are two different worlds."



## NRF: Holiday 2019 Sales to Grow More Than 3.8 Percent

Despite some economic uncertainty, the trade group **National Retail Federation** is forecasting a strong 2019 holiday season.

It forecast that 2019 holiday retail sales will grow between 3.8 percent and 4.2 percent over the 2018 holiday season. U.S. retailers should make between \$727.9 billion and \$730.7 billion, according to a forecast, which was released on Oct. 3. The forecast excludes sales at restaurants, automotive dealerships and gas stations.

Sales for digital retailers are forecasted to surge between 11 percent and 14 percent over the previous year, said Matthew Shay, the NRF's president and chief executive officer. He also outlined reasons why the holiday forecast was solid.

"The U.S. economy is continuing to grow, and consumer spending is still the primary engine behind that growth," Shay said. The U.S. unemployment rate is low—3.7 percent, according to the **Bureau of Labor Statistics**.

Disposable spending rates are good, said Jack Kleinhenz, the NRF's chief economist. "Consumers still feel very good with money in their pockets," he said.

But tensions from trade wars with China, economic fallout from Brexit and political uncertainty in Washington, D.C., have bought turbulence into the forecast. Shay and Kleinhenz acknowledged the uncertainty.

"We are in uncharted territory in many ways," Kleinhenz said of the long recovery from the Great Recession. "We have never been in a 124-month expansion." The current recovery has lasted longer than any other economic rally in memory.

In 2018, the NRF forecasted a 4.3 percent



Holiday 2018 at The Grove in Los Angeles

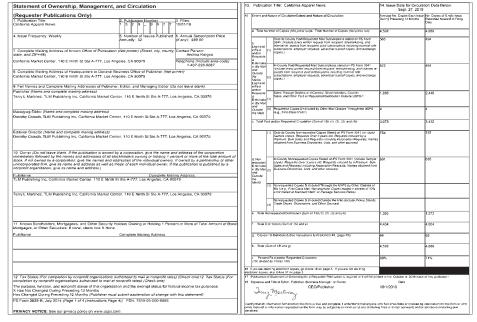
to 4.8 percent rise over the 2017 holiday season, but, when sales were accounted for, holiday sales only grew 2.9 percent.

In February, Kleinhenz said that the missed forecast was a surprise.

"The combination of financial-market volatility, the government shutdown and trade tensions created a trifecta of anxiety and uncertainty impacting spending and might also have misaligned the seasonal adjustment factors used in reporting data," he said in a February statement.

During the 2019 holiday forecast, the NRF also predicted that temporary hiring would grow during the upcoming holiday season. The trade group forecasted that retailers would hire 530,000 to 590,000 temporary workers to help with holiday sales. In 2018, retailers hired 554,000 temporary workers.

—Andrew Asch





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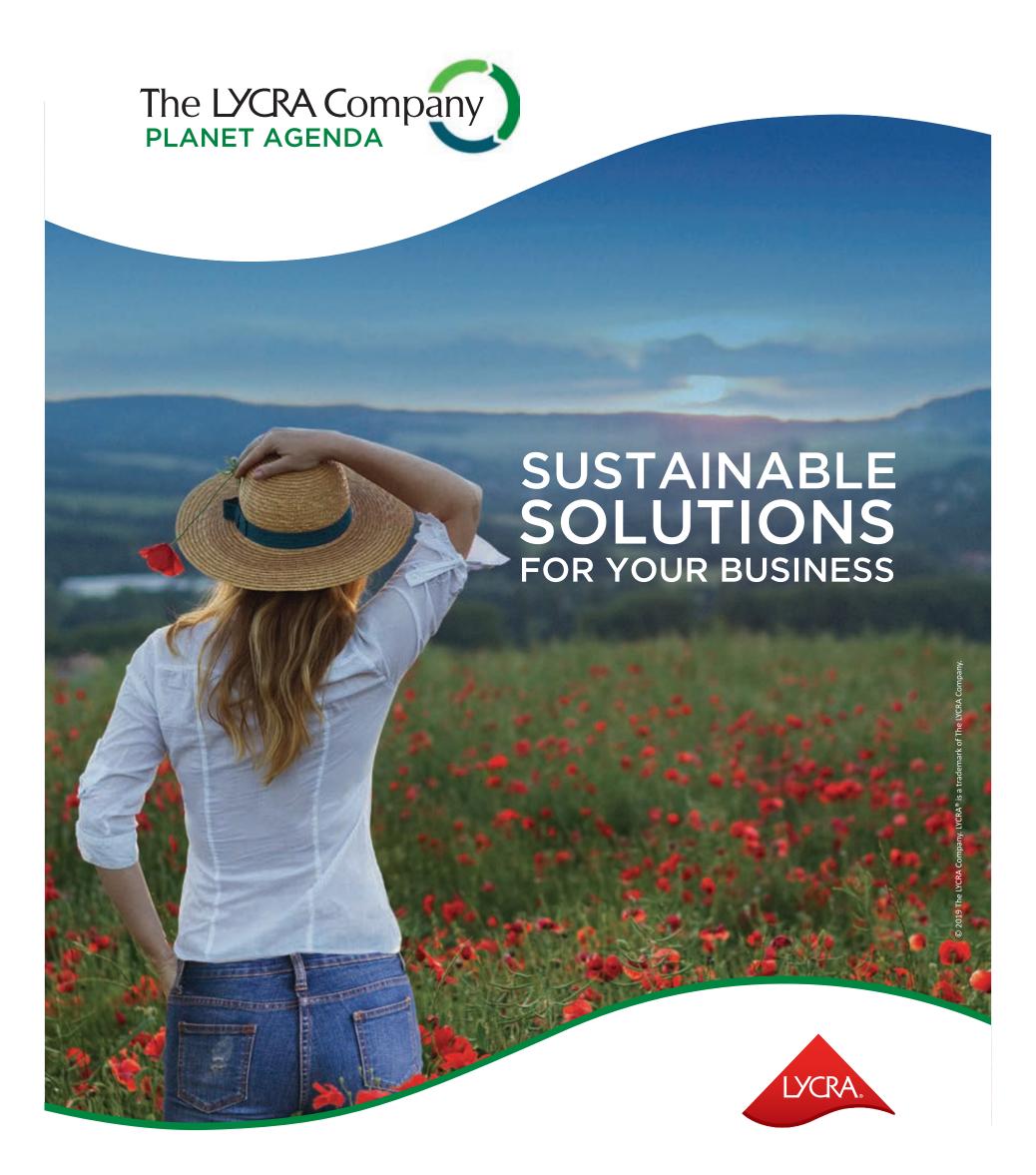
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