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RETAIL

Super Saturday Forecasted to Be Holiday 2019's Busiest Day

By Andrew Asch Retail Editor

Super Saturday is Dec. 21, and predictions for one of the final shopping days before Christmas are positive. It's forecasted to be the busiest shopping day of the holiday season, according to a number of holiday business watchers such as the **National Retail Federation**, the nation's largest retail trade group.

The NRF forecasted that 148 million U.S. shoppers plan to shop on Super Saturday. It's an increase from 134.3 million who shopped on Super Saturday in 2018, said Matthew Shay, the NRF's president and chief executive officer. The forecast was released Dec. 17 based on data from a survey that the NRF conducted with **Prosper Insights & Analytics**.

"The last Saturday before Christmas has become the biggest shopping day of the year, and we expect an impressive

➔ Super Saturday page 3

MANUFACTURING

Fashion Nova Responds to DOL Investigation

By Andrew Asch Retail Editor

Fashion Nova Inc., a prominent Los Angeles-headquartered digital retailer of stylish yet affordable clothing, has been the subject of a wage-theft investigation by the **U.S. Department of Labor**, according to a widely read *New York Times* article published this week.

The article, "Fashion Nova's Secret: Underpaid Workers in Los Angeles Factories," contended that contractors making Fashion Nova's clothing owed \$3.8 million in back wages to hundreds of Los Angeles-area workers. Information for the article was taken from internal U.S. Department of Labor documents that have not been officially released. However, a Department of Labor spokesperson who declined to be identified said that there is currently no active investigation into Fashion Nova.

Sewers interviewed for the story are members of the garment workers union. ➔ Fashion Nova page 2

YEAR IN REVIEW 2019

Moving into 2020, the final days of 2019 afford an opportunity to reflect upon a year that was anything but predictable for the apparel industry. From trade issues to trade shows, there were shifts through which businesses navigated, leading to success, failure or acquisition by other companies.

The everchanging trade war with China seemed to cool by December as the United States announced it had entered into "Phase One" of a trade deal.

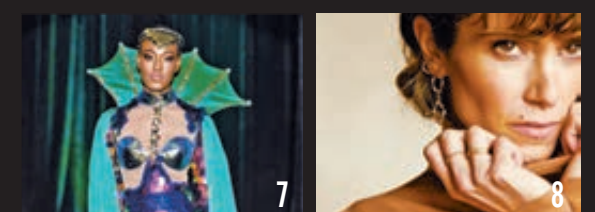
Along the trade-show circuit, new collaborations and launches brought a fresh approach to apparel-industry events.

In the retail sector, amid a number of bankruptcies, some apparel businesses were given new life through acquisitions.

Despite the decline of certain brands, with consumer confidence up, retailers were seeing an increase in spending by year's end, particularly during the 2019 holiday season. Join us as we look back on 2019. Coverage begins on page 3.

INSIDE

Where fashion gets down to businessSM



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Organized Retail Crime On the Rise

The **National Retail Federation** recently released a report on organized retail crime, defined as sophisticated criminal gangs targeting retailers. It found that ORC is increasing and that Los Angeles has the dubious distinction of being the top-ranked city for this category of crime.

After Los Angeles, the next four top-ranked cities were New York, Houston, Chicago and Miami.

The recently released 15th annual ORC study found that 97 percent of retailers surveyed by have been hit by ORC gangs in 2019. It also found that 68 percent of retailers in the study believe that there was an increase in ORC activity.

According to the report, retailers' ORC losses average \$703,320 per \$1 billion in sales, said Bob Moraca, the NRF's vice president of loss prevention.

"Organized retail crime continues to present a serious challenge to the retail industry," he said. "These criminal gangs are sophisticated, but so are retail loss-prevention teams."

Law-enforcement and loss-prevention officers found that ORC gangs focus on jeans, high-end clothing, designer handbags as well as items consumers could buy at a supermarket or pharmacy such as infant formula, laundry detergent, razors, energy drinks and liquor. The gangs sell these stolen items on black markets. They also exchange stolen items for gift cards, which the criminals sell online or even in pawn shops.

A growing focus for ORC gangs is cargo theft. They'll take cargo

from distribution centers or they'll steal goods while they are in transit from distribution centers to stores.

Another front for ORC is cybercrime. A study released by the NRF and the **University of Florida** in June found that 52 percent of retailers consulted for the study believed that the largest increase in ORC was on digital channels. Data breaches also are considered retail crimes.

According to a *California Apparel News* article covering that June study, cyber criminals hack into retailers' computer systems and steal consumers' credit-card numbers. Criminals then sell the stolen data to other criminals, or they use the credit-card numbers to establish fraudulent credit-card accounts.

Retailers surveyed for the December study said that they hope to combat ORC by changing return policies as well as point-of-sale procedures. They also plan to be more vigilant with employee screening and handling trespassing.

The study also recommended strengthening state and federal laws against ORC. Since January 2019, ORC can be prosecuted as a felony, according to a website for the law firm **Greg Hill & Associates**. It became a law after the California State Assembly passed AB 1065 in September 2018. The bill was introduced by Reggie Jones-Sawyer (D-L.A.) in 2017.

The law allows the prosecution of those who work with two or more people to steal merchandise from a merchant's physical store or an online marketplace with the intent to sell, exchange or return merchandise for gain.—*Andrew Asch*

MANUFACTURING



Fashion Nova *Continued from page 1*

ment workers advocacy group **Garment Workers Center**, based in downtown Los Angeles. One of those interviewed for the article, Mercedes Cortes, had received compensation for her wage grievance. Others interviewed had not received compensation for their grievances, Marissa Nuncio, director of the GWC, confirmed. Fashion Nova continues to be of interest to her group.

"Their name keeps popping up in every wage claim that comes through our doors. It used to be **Forever 21**, but now it is Fashion Nova," she said.

A Fashion Nova statement denied wrongdoing. "As a proud California-based company, Fashion Nova is fully committed to its more than 1,000 employees and has always followed all California laws in compensating its workforce. Additionally, all of Fashion Nova's more than 700 vendors have signed written agreements with the company to pay their employees and subcontractors in strict alignment with those same laws. Any vendor found to not be in compliance is immediately put on a six-month probationary period. A second violation results in a suspension of all agreements with that vendor. We have already had a highly productive and positive meeting with the Department of Labor in which we discussed our ongoing commitment to ensure that all workers involved with the Fashion Nova brand are appropriately compensated for the work they do."

The 13-year-old Fashion Nova climbed to prominence by selling revealing dresses, jeans and lingerie, much of which retails for under \$50. It released a line, **Fashion Nova x Cardi B** with music star Cardi B.

The 18-year-old GWC has a membership of 300 people, but it reaches 4,000 workers annually through its outreach campaigns. In the past few years, it has focused on a "Pay Up, Ross" campaign. GWC alleges that **Ross Stores Inc.** is responsible for wage-theft violations similar to Fashion Nova's. In February 2016, the Department of Labor announced a consent judgment that required Ross Stores to pay \$212,000 in back wages to employees of its garment subcontractors.

Along with serving as a worker organizing group, educational resource and legal workshop for garment workers, GWC also hopes to change laws regarding wage theft.

"We'd like to see labor laws tightened up," Nuncio said. "It needs to be made clear that fashion brands are responsible for wages in the supply chain. That is not clear in the law now. That needs to change." ●

Week in Review

Capri Holdings Ltd., a London-headquartered global fashion luxury group, announced that it will acquire Italian shoe manufacturer Alberto Gozzi S.r.L. The announcement did not mention the terms of the agreement. The Gozzi factory has produced high-end shoes and will develop footwear for Capri's brands including Jimmy Choo, Versace and Michael Kors. On Sept. 28, it released details for its second quarter of its 2020 fiscal year. Capri's total revenue was \$1.44 billion, which was an increase of 15.1 percent over the same quarter the previous year.

Helly Hansen, a Norwegian outerwear company, signed on to be the official apparel partner for Seaborn, a Seattle-based cruise operator. It's an auspicious partnership Seaborn ventures where it gets particularly cold—the planet's polar regions. According to a Dec. 16 announcement, Seaborn will provide complimentary Helly Hansen jackets and backpacks on polar trips. The two companies collaborated on PolarShield parkas, which feature a Helly Tech outershell coupled with a removable insulator puff jacket inside.

Anne Klein goes to Mexico. Brand-management company WHP Global announced Dec. 17 that it signed a long-term master license in Mexico with lifestyle group IBV Licensing to market and distribute the Anne Klein brand. IBV expects to launch its Anne Klein line of women's apparel, sportswear, and home and accessories in Mexico beginning in late fall 2020. Anne Klein boutiques are expected to open in Mexico by fall 2021. WHP acquired the Anne Klein brand in July 2019. It is focused on building the fashion brand's global reach through international expansion, offering new key product categories and developing social media.

eBay announced a deal for sneakerheads. The San Jose, Calif.-headquartered e-marketplace said that it would not charge fees for North American customers for sneakers sold at \$100 or more. The deal is a confirmation that eBay is the king of the lucrative sneaker-resale market, according to a statement from Jeff Chan, eBay's head of men's footwear and apparel. "For our community of diehard sneakerheads, eliminating selling fees allows them to turn their kicks into more cash to fund future purchases and results in a more robust sneaker inventory for shoppers everywhere," he said.

Kontoor Brands, the Greensboro, N.C., apparel company that manages labels including Wrangler and Lee, announced its zero-waste designation for all of its owned and operated North American distribution centers. The achievement means that at least 95 percent of waste from these centers will be composted, recycled or reused rather than being sent to a landfill. "Waste reduction and the responsible use of natural resources are key components to Kontoor's sustainability efforts," said Randy Fortenberry, vice president of supply chain at Kontoor Brands. "Reaching and maintaining a zero-waste designation at our North American distribution centers is an important milestone in our commitment to having a positive impact on the communities and environments in which we operate."

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U.S. Close to Making New Trade Agreements After Year of Upheaval

By Andrew Asch Retail Editor

After more than a year of headlines on trade wars, the Trump administration, the U.S. Congress and America's trade partners wrapped up the year with statements and votes promising that trade deals are close.

On Dec. 19, the U.S. House of Representatives approved the **United States–Mexico–Canada Agreement** by a 385 to 41 vote. The USMCA deals will be sent to the Senate. It is forecast that the Senate will approve the deal in 2020. It was considered to be a replacement for the Bill Clinton-era NAFTA trade deal. President Trump campaigned on replacing NAFTA in 2016, but deal watchers say that USMCA is similar to NAFTA.

On Dec. 13, President Trump and representatives of the People's Republic of China announced that they had reached an agreement over "Phase One" of a trade deal that would whittle down tariffs and require China to increase purchases of American agricultural products. Phase One would also add protections for intellectual property.

Retail trade groups applauded the moves toward securing trade deals, but the U.S.-China deal has not gone far enough, according to Rick Helfenbein, president and chief executive officer of the **American Apparel & Footwear Association**.

"The tariff relief included in the 'Phase One' deal is welcome and could be a sign that the end of the trade war may be in sight," Helfenbein said. "However, while this is a step in the right direction, it means American businesses, American consumers and American workers are still being hammered at an unacceptably high level by tariffs imposed on U.S. imports from China and, in retaliation, by China's imports from the U.S. The administration has imposed one of the largest consumer and manufacturing taxes in American history, most of which remains in place following this agreement. Rising costs are already working their way through supply chains, and they will still have a negative impact going into next year."

The **National Retail Federation** gave a thumbs-up for the USMCA. "The USMCA takes many important steps to modernize the agreement to reflect today's global and digital economy," said Matthew Shay, the NRF's president and chief executive officer. "This agreement could not come at a better time and provides certainty for U.S. retailers that rely on



the North American market, including those that operate in Canada and Mexico. It also ensures American families can continue to have access to a wide range of high-quality products at prices they can afford."

If approved, the USMCA's new provisions would be implemented in the upcoming year, said Nicole Bivens Collinson, president, international trade and government relations, for **Sandler, Travis & Rosenberg, P.A.**, a law firm focused on trade, customs and export law that has offices in locations including San Francisco, New York, Miami, Hong Kong and Shanghai.

There are strong indications that the agreement will benefit people manufacturing apparel in America, Bivens Collinson said. In order to qualify for the agreement's protections and its duty-free treatment of goods, manufacturers will have to guarantee that a number of elements in clothing will have to be produced in the U.S., Mexico or Canada. The USMCA's rules-of-origin provisions demand that parts of clothing sold such as elastomeric, or elastic-coated, yarns will have to be made in one of the countries participating in the treaty.

Changes from NAFTA also require elements to originate in North America, such as sewing thread, pocketing fabric, narrow elastic bands and coated fabric. Many of the changes are consistent with the apparel rules of origin for the **Central American Free Trade Agreement**, which was signed in 2004. The USMCA would apply those rules to areas covered by the agreement.

Apparel companies not in compliance with these provisions will be given ample time for change, Bivens Collinson said. "It gives sufficient time for supply chains to run through inventory and use what's in them," she said. "The effective date ranges from 12 months from implementation to 18 months, giving companies time to go through their inventory."

The USMCA deal is forecasted to add \$68.2 billion and 176,000 new jobs to the U.S. economy, according to a U.S. International Trade Commission study that was released earlier this year.

Robert Krieger, president of **Krieger Worldwide**, a Long Beach, Calif., customs broker, freight forwarder and third-party logistics provider, forecasted that the deal would help exporters, importers and those who work in shipping and warehousing.

With tariffs down, more goods are anticipated to flow through the ports of Long Beach and San Pedro as well as other seaports and airports around the West Coast. This will also result in increased business for companies who warehouse goods as many distribution centers are headquartered in the Inland Empire east of Los Angeles.

Krieger mentioned that importers in China and the U.S. will both benefit from lower tariffs in each other's products. He also said that the deal will help small- and medium-sized businesses in California.

"Tariffs have been a real burden to these companies," he said. "My opinion is that we are going in the right direction. I'm optimistic. But there could be hiccups." ●

RETAIL

Super Saturday *Continued from page 1*

turnout by procrastinators and those who just want to take advantage of really good deals," Shay said. According to another NRF survey, consumers will spend an average of \$1,047.83 during the holiday season, up 4 percent over the \$1,007.24 during the 2018 season. The organization forecasted that the holiday season's sales would range from \$727.9 billion to \$730.7 billion, for an increase of 4 percent over the 2018 holiday season.

Forecasts from other market researchers also predicted that Super Saturday will live up to its name. Britt Beemer, founder of the market-research firm **America's Research Group**, forecasted that more than 47 percent to 57 percent of U.S. shoppers would likely do their shopping the last week of the season.

"People are waiting for the last week before Christmas," Beemer said from his office in Summerville, S.C. "There will be better deals for Christmas. You're going to see incredible shopping levels in stores between now and Jan. 3."

Similar to other forecasters, he noted that historically low unemployment and relatively high consumer confidence have made shoppers more comfortable with opening their wallets. Like the NRF, he also said that deals would help fuel the home stretch of shopping.

Another reason for the increase in spending is what Beemer said would be an increase in corporate holiday parties, according to a poll of caterers in the New York City area.

Luxury shopping will make up another important part of the last week of the 2019 holiday season. High-end shopping is not a big focus of Black Friday, Beemer said, but it becomes a focus later in the season when people go to Christmas parties. He claimed that while this luxury customer may comprise only 7 percent to 11 percent of the U.S. population, this customer will account for one-third of the revenue earned by apparel retailers during the season.

Beemer also forecasted that gift-card purchases will surge this year.

Some of the popular destinations for shoppers on Super Saturday will be digital retailers, mass retailers such as **Walmart** and independent retailers doing business in traditional, urban business districts. "Small, local, independent retailers will have the biggest increase in shoppers," Beemer



The Del Amo Fashion Center on Black Friday

said. "Their customers will be the younger people, under 35."

When this group shops for items that are not commodities, they are drawn to boutiques for their experiential edge and to get product advice from a boutique's staff.

The 2019 holiday season also has benefited from relatively good weather. "There have been no blizzards, snowstorms or icy roads to bring down crowds," Beemer said. "There are years where blizzards bring down traffic 15 percent. It's unpredictable. When it does happen, it's deadly."

Planalytics Inc., a company with offices in Berwyn, Pa., and in London, advises businesses on how to plan their strategies around weather. While there have been no extreme weather events during the season, the company noted that temperatures had generally been colder and wetter around the country during November. But during the first half of December, temperatures became slightly warmer across much of the country. The days leading into Super Saturday should be a bit cooler before a relatively warmer trend in the days leading up to Christmas. Temperatures will then cool during the week between Christmas and New Year's Day compared to the same time the previous year, said David Frieberg, a Planalytics spokesperson. "It's a bit of a see-saw situation," he said.

Weather has been cold for consumers who live in the Midwest or along the Eastern seaboard. In early December, an arctic cold front covered much of the upper Midwest and Northern Plains, and the cold air made its way into the mid-Atlantic region, even Miami, Fla., where temperatures hit a high in the 60s.

Generally, cold weather has helped retailers sell winter

clothes. For the first weeks of December, Planalytics forecasted that colder weather would generate a 3 percent increase in demand for sweaters in Denver and a 7 percent increase in demand for thermals in Cleveland and a 3 percent increase in demand for fleece in Miami. On Black Friday Weekend, Los Angeles weather was the coldest it had been in more than 20 years. Planalytics said that demand for jackets increased 5 percent in Los Angeles during that weekend.

Consumers often stay at home when it rains and snows, said retail consultant and boutique owner Mercedes Gonzalez of the New York City-based **Global Purchasing Companies** and **Just Shop Boutiques** in New York state's Catskills region and in Union City, N.J. Bricks-and-mortar boutiques can make sales when weather is bad, she said, but retailers can't count on consumers coming to them.

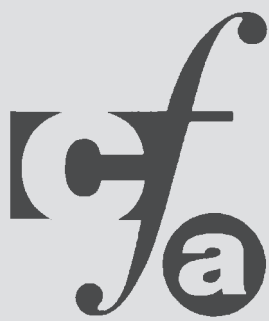
"One tip is to take advantage of the fact that it is too late to order some things online. Retailers should be calling their clients and asking if they need any last-minute gifts," she said. "Retailers could offer free delivery and, of course, gift wrapping."

Gonzalez said that boutiques and larger retailers have kept their inventories lean during this holiday season. Retailers might be sold out of inventory after the New Year, so she had a bullish forecast for January trade shows. "January market will be strong; everyone needs immediates," she said.

Since inventory was generally lean, retailers have not offered highly generous promotions and discounts. However, discounts continue to be major attractions of the season. A visit to a mall may find retailers offering discounts ranging from 20 percent to more than 50 percent off retail prices.

Market researcher **Coresight Research** further investigated holiday deals being offered in digital commerce channels. In a study released last week, it analyzed deals on the digital commerce channels of **Amazon.com**, **Macys.com** and other retailers. With the artificial intelligence **DataWeave** program, the New York-headquartered Coresight compared deals on electronics, furniture, health and beauty, as well as men's and women's fashions during Black Friday and Cyber Monday.

The Coresight study found that in women's fashions, Macys.com offered an average discount of about one-third off retail prices on both Black Friday and Cyber Monday. The study also found that on Amazon.com, men's and women's fashions were offered with an average discount of 12 percent on both shopping days. ●



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SUPPLY CHAIN

Talon International Joins CFDA Supply Chain Collective

Along with the announcement by the **Council of Fashion Designers of America** that it would launch a **Supply Chain Collective**, the New York-headquartered nonprofit trade organization and Los Angeles' **Talon International** revealed their partnership within the new initiative. Offered to member designers within the CFDA, the Supply Chain Collective aims to provide a resource for seamless materials sourcing, with particular attention focused on sustainable options.

"The Supply Chain Collective aims to help alleviate hurdles related to topics such as sustainable solutions for materials, packaging, hangers and plastics, logistics for fulfillment, warehousing and distribution, inventory management, size inclusivity, and artisan sourcing, among others," CFDA Program Manager Cal McNeil said in a statement. "The inaugural Supply Chain Collective partners include **ApparelMagic**, **Arch & Hook**, **Bergen Logistics**, the **KEDIC Fashion Workshop**, **Nest**, **SwatchOn**, Talon International, Inc., and **TIPA**."

For Talon International, the inclusion within the collective is an opportunity to share 125 years of insight from the perspective of a notions provider that manufactures materials such as zippers, trims and packaging. In addition to providing a knowledgeable voice regarding technological advancements in these categories, the company looks forward to serving as a source for input regarding sustainability. To combat waste, the company has focused on methods

for reuse of its products as a way to encourage customers to incorporate more-sustainable, ecologically sound practices into their apparel businesses.

"As a provider of single-use zippers, trim and packaging products, we are finding imaginative ways our customers may reuse our



Ocean Waste Ghost Net-material by Talon International

products rather than just throw them away," Talon International Chief Executive Officer Larry Dyne said in a press release. "Whether it's our sustainable hangtag that can be planted to grow trees, our Ocean Waste Ghost Nets material that can be transformed into zippers, buckles, D Rings, buttons and more, we focus on reducing our impact on the environment."

Launched to provide greater value to its members, the CFDA Supply Chain Collective focuses on the needs of its nearly 500 member designers, who represent the American womenswear, menswear, and jewelry and accessories categories in fashion and apparel manufacturing.—*Dorothy Crouch*

Calendar

Jan. 4, 2020

London Fashion Week Mens
Store Studios
London
Through Jan. 6

Trendz
Palm Beach County Convention Center
Palm Beach, Fla.
Through Jan. 6

Jan. 5

Accessorie Circuit
Accessories The Show
Fame
Intermezzo Collections
Moda
NY Women's
Javits Center
New York
Through Jan. 7

The Trends Show

Phoenix Convention Center
Phoenix
Through Jan. 7

Jan. 8

Surf Expo, Bluewater at Surf Expo
Orange County Convention Center
Orlando, Fla.
Through Jan. 10

Jan. 12

LA Kids Market
California Market Center
Los Angeles
Through Jan. 15

LA Market Week
California Market Center,
The New Mart, Cooper Design
Space, Gerry Building,
Lady Liberty Building,

Primrose Design Building
Through Jan. 15

Jan. 13

Brand Assembly
Cooper Design Space
Los Angeles
Through Jan. 15

Designers and Agents
The New Mart
Los Angeles
Through Jan. 15

There's more
on ApparelNews.net.

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

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

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The Year in Trade Shows

By Dorothy Crouch Managing Editor

During the 2019 trade-show circuit, some event producers scaled down while others expanded their programs or teamed up through collaborations that would entice attendees to get down to business. From coast to coast, apparel-industry trade-show producers planned changes or were forced to alter their programs due to unforeseen weather patterns or shifts in attendee demand.

The January schedule was off to a bright, sunny beginning for show producer **Emerald Expositions** with **Swim Collective** and **Active Collective** at Anaheim, Calif.'s **Anaheim Convention Center** and Surf Expo at the Orlando, Fla., **Orange County Convention Center**. While the August editions of Swim Collective and Active Collective proved successful, the September installment of Surf Expo was canceled due to fierce weather from Hurricane Dorian. Dangerous weather also forced the closures of **Waterfest** and the **Imprinted Sportswear Show**, which was scheduled to run concurrently with Surf Expo. Following the cancellations of these Emerald events, the company announced on Sept. 18 that Nikki Houston Duroe would lead Surf Expo as show director.

One show that saw a lot of movement in 2019 was the streetwear-centric **Agenda**. With its consumer-facing show **Agenda Festival** canceled by **ReedPop**, the show's producer and a division of **Reed Exhibitions**, the trade-focused event also saw a number of changes. Following a move that led Agenda to host its February trade show in downtown Las Vegas, the event returned to the **Sands Expo & Convention Center** for its August run. In December, Reed Exhibitions sold the brand to Toronto-based **AZTQ Corp.** after producing the show for six years. Despite this change, the new parent company retained Show Director Tony Shellman, who has fulfilled the role since July 2018.

"It's back to basics," Shellman told *California Apparel News*. "We're building a show where brands can create dollars and cents. People will be able to enjoy themselves. But they will be able to get some work done."

During the August edition of the Las Vegas trade shows, which feature events hosted by **Informa Markets'** **MAGIC**



Active Collective's January 2019 edition in Anaheim, Calif.

brand, **Liberty Fairs**, **Agenda**, **Offprice**, **IFJAG** and **WWIN**, a newcomer offered an alternative to the larger events that dominate. Launched by Gerry Murtagh, **CALA Las Vegas** provided a more-intimate setting for buyers to enjoy a boutique trade-show experience.

"What was going to be a 20-minute stop turned into two hours, and there are good lines here that people should be aware of," said Jill Elliott, owner of the Fredericksburg, Texas, shop **Haberdashery**. "I anticipated writing one line and leaving, but I wrote three lines from one exhibitor, I wrote **Ronen Chen** and another line from India, and I haven't finished."

The performance-and-active segment saw a healthy amount of expansion through new show launches and collaborations. A joint venture by **Première Vision Sport** and **The Northwest Materials Show** afforded greater options for attendees seeking a one-stop-shopping option for athletic apparel and footwear. The new show was hosted at the **Oregon Convention Center** in Portland in August.

"We attracted brands from all over the world—**Lacoste**, **Lululemon**, **Columbia**, **Nike Swim**, **Perry Ellis**, **Hannah Anderson**, **Brooks Running**, **Skechers** and **Deckers**," Hisham Muhareb, founder of The Material Show's parent company, **American Events, Inc.**, said. "A lot of brands are looking to get away from plastics and petrol materials toward more-sustainable and eco products such as foam from algae."

Reed Exhibitions, the United Kingdom-based show producer, launched its Pacific Northwest edition of **Functional Fabric Fair**—powered by **Performance Days** at the Ore-

gon Convention Center in October. The performance-specific trade show was introduced to provide an intimate atmosphere in which active brands could focus on forging supply-chain partnerships that speak to their apparel category.

"It was exciting because it was focused on performance textiles. Performance Days in Munich has adopted that model very successfully, and now we have our own performance-textile show in the States," said David Parkes, founder of the Red Bank, N.J.-headquartered performance-textile manufacturer **Concept iii**. "The performance-textile industry needs a show of this nature. The outdoor and active industries are huge industries in the States. When you look at brands like **Patagonia**, **The North Face**, **Adidas** and **Lululemon**—it's huge."

As summer began to wind down, **Outdoor Retailer** announced the cancellation of its November **Winter Market**. On Aug. 21, Outdoor Retailer revealed the merger of its Winter Market and **Snow Show** as a Jan. 29–31 event to be held in Denver.

"When we positioned Winter Market at the front of the buying season, it was in response to our community," Marisa Nicholson, Outdoor Retailer's senior vice president and show director, said in a statement at the time. "Through ongoing feedback, it has become clear that one combined winter show in January will best support brands, retailers and reps, leading to greater value for all in attendance."

As the winter-sports season arrived, more news in this market made headlines when the Park City, Utah, nonprofit trade association **Snowsports Industry America** announced its acquisition of two consumer-focused shows. On Nov. 15, the organization announced that it had acquired the Boston and Denver editions of **Ski & Snowboard Expo** from **BEWI Productions, Inc.** A focus on a consumer-based approach falls in line with an apparel-industry trend for emerging brands to favor an initial direct-to-consumer business approach.

"Consumer expos create experiential and direct interactions with winter-sports enthusiasts and potential enthusiasts," SIA President Nick Sargent said at the time of the acquisition. "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." ●

Announcing Atlanta Apparel 2020 Market Dates

Jump into 2020 by joining us in Atlanta this January and start your year off right! Source all of your final Spring and Summer buying and catch early season launches for Fall.

All 2020 Market hotel blocks are open now — book early for the best rates by visiting AmericasMart.com/Hotel



NEW DATE PATTERN FOR 2020

January Atlanta Apparel

SHOWROOMS: Tuesday, January 28 – Saturday, February 1
TEMPORARIES: Thursday, January 30 – Saturday, February 1

March VOW | New World of Bridal

PRE-MARKET EDUCATION: Monday, March 23
SHOWROOMS: Tuesday, March 24 – Thursday, March 26

April Atlanta Apparel

SHOWROOMS: Tuesday, April 14 – Saturday, April 18
TEMPORARIES: Wednesday, April 15 – Friday, April 17

June Atlanta Apparel

SHOWROOMS: Wednesday, June 10 – Saturday, June 13
TEMPORARIES: Wednesday, June 10 – Friday, June 12

World of Prom

SHOWROOMS: Monday, August 3 – Friday, August 7
TEMPORARIES: Tuesday, August 4 – Friday, August 7

August Atlanta Apparel

SHOWROOMS: Tuesday, August 4 – Saturday, August 8
TEMPORARIES: Wednesday, August 5 – Friday, August 7

September VOW | New World of Bridal

PRE-MARKET EDUCATION: Monday, September 14
SHOWROOMS & TEMPORARIES: Tuesday, September 15 – Thursday, September 17

October Atlanta Apparel

SHOWROOMS: Tuesday, October 13 – Saturday, October 17
TEMPORARIES: Wednesday, October 14 – Friday, October 16

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Dates are subject to change.
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FASHION



Alma Montes



Amy Bennett



Anna Kile



Tia Marie Price



Lillian Wu



Jovana Stamenkovic



Tamineh Moyer



Sidnee Tidmore



Kincaid McClure



Tracey Delgado

LATTC's Gold Thimble Show Inspired by 'Game of Thrones'

Los Angeles Trade Technical College recently started a Costume Technology Program to prepare students to make costumes for film, television and theater productions.

The community college near downtown Los Angeles will expand the program into a formal certificate in 2020, and it will offer classes in leather design, costume illustration, corset making and millinery, said Joseph Guerrieri, chair of the school's design and Media Arts Pathway program.

To mark the new program, the school produced its biannual **Gold Thimble** fashion show, with inspiration from the HBO series "Game of Thrones," which aired its final episode this year. The show's designer, Michele Clapton, was recently nominated for an award by the **22nd Annual Costume Designers Guild Awards**, which will be presented Jan. 28 in Beverly Hills, Calif.

The Gold Thimble show is created by students wrapping up their final semester in the school's Fashion Design Program. LATTC has been producing the Gold Thimble show since 1953. About 23 students participated in and 650 attended the event on Dec. 6.

The looks inspired by the medieval fantasy world of "Game of Thrones" included capes, chain mail-style clothing and leather outerwear. Graduating student Amy Bennett was honored with first place for this segment of the show. She said that her design featured armor reminiscent of dragon scales and a sil-

ver weapon belt. It also featured snakeskin-patterned vinyl fabric and a silver armor-studded apron. Bennett, who grew up in England and describes herself as a "Game of Thrones" fan, said that her design was inspired by her own flight of fancy. What would show hero Jon Snow wear if he joined forces with the show's villain, the Night King?

Students made other categories of clothing for Gold Thimble, including an eveningwear category. First place in that category also went to Bennett. Anna Kile was awarded first place for the After-Five (Avant-Garde) section of the show. Kile's avant-garde piece fit well in a show devoted to fantasy.

"I wanted the avant-garde piece to look like it came from a fairy tale," she said. Kile's piece was specifically inspired by her idea of what a mermaid would look like. Sequins placed around her green-gold dress were designed to depict a mermaid's scales. The design's sleeves also featured long, flowing fabric reminiscent of a cape.

Kile also won first place for the show's athleisure category. Tahmineh Moyer won first place for the show's menswear category. Jovana Stamenkovic was awarded first place for the Day Dresses Redesign category.

Famous LATTC alumni include Rick Owens, Tadashi Shoji, Sue Wong and "Project Runway" star Jeffrey Sebelia. LATTC offers associate degrees as well as certificates of achievement.—Andrew Asch

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ACCESSORIES



BAYOU WITH LOVE



BaYou with Love Full Moon Opal necklace



BaYou with Love Gold and Enamel cufflinks

Sustainable Sourcing for Luxurious Accessories Is Key for BaYou with Love

By Dorothy Crouch *Managing Editor*

After nearly three years following the 2017 launch of **BaYou with Love**, Nikki Reed has been busy expanding her sustainable-goods marketplace, which relies on a mission to promote ethically sourced, eco-friendly and locally made products. The Los Angeles-born actor and screenwriter was long an advocate for animal welfare, which evolved into concern for the environment. Upon becoming pregnant with her first child in 2017, she began exploring the manufacturing of more-sustainable, naturally produced products.

"I started feeling like the things I was looking for as a newly pregnant, almost momma, weren't really present in the marketplace," she explained. "You start Googling things such as organic underwear, 'What is in my toothpaste?,' 'Should I wear deodorant?' and all the other things you start thinking about once you start carrying a human inside your body that I wish we thought about before we carry humans inside our bodies."

It was during this time that Reed was inspired to create the products she would feel comfortable wearing. With hopes of becoming a sustainable version of **Goop**, the Gwyneth Paltrow-founded online lifestyle destination, BaYou with Love started by creating apparel and bags from recycled plastic in addition to beauty products that were manufactured locally using clean, organic ingredients. Soon, Reed discovered there was an audience that shared her interest in cleaner, responsibly made products—including other companies who wanted to collaborate.

"Shortly after launching BaYou, I got a phone call from the tech company **Dell**, and they asked if I had any interest in expanding the company beyond the categories I was focused on," she said. "They had a number of areas within their company that are heavily focused on sustainability in their own supply chain. One potential area we could collaborate on was with gold they pull from the motherboards of recycled technology through their recycling programs."

This new partnership could aid Reed with the expansion that she envisioned, and she was not a newcomer to the jewelry category. Approximately 10 years ago, she had designed a jewelry collection that was short-lived but proved to be an adequate primer for this next step in BaYou with Love's growth.

"Through this partnership with Dell, we launched jewelry and realized overnight this was something that the world was not only ready for but asking for subconsciously," she said.

The challenge for sustainable brands, according to Reed, has been to align ecologically sound and ethical practices with quality. By partnering with the Round Rock, Texas-headquartered Dell, Reed recognized how she could bridge this gap in the jewelry market by using recycled precious metals.

"You're allowing people to see firsthand that sustainability does not have to compromise luxury. That was where we struck

gold—pun intended," she said. "Gold was the first time I had ever seen an area where you didn't have to feel you were buying something that was used but it was. Once you refine gold down to its original state, it's virtually the same as newly mined gold without the [environmental] impact."

In addition to women's earrings, rings and necklaces, BaYou with Love also offers men's pieces. The collection includes tie clips, cufflinks and lapel pins featuring an enamel created from particulate matter that is sourced from Dell and collected by a Chakr Shield fitted over diesel generators, according to the BaYou with Love website. The carbon black that has been extracted from the particulate matter found in the air is used to make an ink that serves as the foundation for the enamel used by the brand.

While Reed finds joy in promoting a message of quality-manufactured, sustainable jewelry, she has a soft spot for the happiness created from her engagement and wedding lines.

"Bringing that special day into fruition brings so much happiness to my life," she said. "The [pieces] inevitably have special meaning because of their purpose but also give a [client] a deeper story beyond that. Giving them a chance to participate in the creation of their pieces has been the best experience of my life."

The latest venture for the BaYou with Love jewelry line has been the release of new pieces using recycled brass. Materials for the collection are sourced from a factory partner that collects scrap brass that has been discarded. Originally featuring hair forks and scarf rings, the collection will now include more pieces, such as earrings, that are inspired by nature and notes that are extremely personal to Reed.

"Everything in our new brass collection is nature inspired, so we have dripping petals, the coral collection—I walk through my home to look at textures that inspire me," she explained. "I have my wedding bouquet from five years ago and it's completely dried, hanging above my bathtub. I was looking through all the different textures of leaves to create our new leaf-and-petal collection based on my dried floral bouquet."

Through the BaYou with Love channel, Reed looks forward to working with other female-founded, ethical businesses. She also hopes to set an example for other companies to embrace transparency.

"We're sparking a conversation with the general population and allowing them to ask questions. That corporate consciousness has to follow those questions," she said. "We shouldn't be afraid to talk about progress and imperfections for the greater mission."

Available online at bayouwithlove.com and at the **1 Hotel West Hollywood's Goodthings** boutique, the primarily direct-to-consumer BaYou with Love's 14-karat-gold fine jewelry ranges from \$180 to \$1,500 retail, with bespoke and wedding pieces offered at higher price points. The recycled brass collection runs between \$100 and \$200. ●

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The Year in Retail

In 2019, prominent businesses experienced big reversals, scores of bricks-and-mortar stores closed, licensing companies acquired high-flying brands, and several companies declared IPOs. In order to look forward to the new year, here's a recap of the top retail stories of 2019 and how they helped shape the apparel industry.

JANUARY

The **National Retail Federation** trade group announces a forecast that U.S. retail sales would increase between 3.8 percent and 4.4 percent to more than \$3.8 trillion in 2019, despite turbulence from the ongoing U.S.-China trade war.

Guess? Inc. Chief Executive Officer Victor Herrero leaves the Los Angeles-headquartered denim and lifestyle company. He is replaced by Carlos Alberini, who had left the company in 2010 to helm **Restoration Hardware** and **Lucky Brand Inc.**

FEBRUARY

San Diego-headquartered **Charlotte Russe** announces its Chapter 11 bankruptcy filing and intention to shutter its 94 stores. In April, **YM Inc.** acquires the troubled retailer and reopens some Charlotte Russe stores. According to its website, www.charlotterusse.com, it currently runs 21 stores in the U.S.

Gap Inc. announces its division into two independent, publicly traded companies. One of the companies centers on its **Old Navy** brand. The other company comprises its **Gap**, **Banana Republic**, **Athleta**, **Hill City** and **Intermix** brands. In September, Old Navy announces the opening of 800 stores. Old Navy CEO Sonia Syngal says the upcoming shops will be built in small and underserved markets.

MARCH

Levi Strauss & Co. makes an initial public offering after not being on the public market for 34 years. Listed on the **New York Stock Exchange** as LEVI, the stock is forecasted to sell at \$14 to \$16 per share but reaches \$17 per share during the first night of sales, according to media reports.

The **Global Icons** licensing agency acquires a majority stake in **Fred Segal**. The agency says that it will strengthen Fred Segal's licensing business and help it open stores in new markets.

The **One Paseo** retail center makes its debut in Del Mar, Calif.

APRIL

Macy's Inc. rolls out the experiential **Story** concept stores in 36 of its locations including those at **South Coast Plaza**,

Fashion Island, **Union Square** and **Westfield Valley Fair** in California.

Three Dots closes its doors after 24 years in business. In June, it is acquired by **FAM Brands LLC**.

Volcom sells to brand-management company **Authentic Brands Group** for an undisclosed amount.

MAY

Groundbreaking is held for the **Runway Playa Vista** retail center near **Los Angeles International Airport**. Developer **DJM Capital Partners, Inc.** plans to spend \$9.1 million to redevelop the one-acre mixed-use retail center.

Max Azria, founder of influential brand **BCBGMaxAzria**, passes away at age 70 from lung cancer.

VF Corp. announces its completion of the separation spun off its denim brands and creates a new publicly traded company named **Kontoor Brands, Inc.**, based in Greensboro, N.C. The new company's brands include **Wrangler**, **Lee** and **Rock & Republic**, which was founded in Los Angeles.

Dressbarn announces the closure of all of its 650 stores.

Pocket Square Clothing, a downtown Los Angeles suiting brand that also offers accessories to complement its apparel, announces its acquisition of a small manufacturer, **California Top Hand**, for an undisclosed sum.

JUNE

E-commerce emporium **Revolve** produces a \$212-million IPO, according to media reports. The Cerritos, Calif., company is traded on the NYSE under the symbol RVLV.

San Francisco-headquartered **The Real Real Inc.** raises \$300 million in an IPO. The luxe consignment retailer is traded on the NYSE under the symbol REAL.

Suzanne Silverstein is named president of **7 For All Mankind**.

JULY

Influential West Hollywood, Calif., retailer **LASC** announces it will close its doors after a 36-year run.

Fast Retailing, the parent corporation of **Uniqlo**, opens the **Fast Retailing Jeans Innovation Center** in Gardena, Calif. The center aims to eliminate water use from denim production.

AUGUST

The **Hollywood & Highland** retail center is sold by the **CIM Group** to real-estate developers DJM and **Gaw Capital USA**. A renovation of the mall will start in 2020.

LF Stores, based in Los Angeles, announces it will close its 26 bricks-and-mortar stores and sell its clothes only on the

digital channel www.lfstores.com.

Steve Madden acquires the **BB Dakota** brand for an undisclosed amount.

Vuori, headquartered in Encinitas, Calif., receives \$45 million in growth equity from investment firm **Norwest Venture Partners**.

Avenue Stores announces Chapter 11 bankruptcy and its intention to close a fleet of 222 bricks-and-mortar stores.

Pioneering boutique retailer **Ron Robinson** informs vendors that he will close his two bricks-and-mortar Ron Robinson boutiques in the Los Angeles area.

SEPTEMBER

Devin Wenig, **eBay's** CEO, resigns, citing differences with the e-marketplace's board. Scott Schenkel currently serves as the interim CEO.

Vans announces a \$1-million donation to **Imagination.org**.

Forever 21 files for Chapter 11 bankruptcy protection.

OCTOBER

Gov. Gavin Newsom signs a law banning the sale and distribution of fur in California. Exempted from the ban are leather, cowhide and shearling; taxidermy; and fur products used for religious purposes.

Z Supply LLC announces the appointment of Mandy Fry as president.

The **2nd & PCH** retail center debuts in Long Beach, Calif.

NOVEMBER

Hurley International is acquired by brand-management company **Bluestar Alliance** for an undisclosed amount.

The **Paseo Nuevo** retail center in Santa Barbara, Calif., unveils the first phase of a \$20-million remodel.

Cute Booty Lounge opens its first bricks-and-mortar store at the **Westfield Topanga** retail center in Los Angeles' Canoga Park section.

Art Peck steps down from his roles as CEO and president of Gap Inc.

DECEMBER

The **UCLA Anderson School of Management** raises its 2020 forecast for the U.S. and California economies from 1 percent real growth to 1.7 percent due to low unemployment and high consumer confidence and spending.

NEWS

Conscious Fashion Campaign Officially Launches

Marking its official launch this month, the **Conscious Fashion Campaign** announced its commitment to the **United Nations'** Decade of Action and Delivery for Sustainable Development. Founded by fashion veteran and champion of social responsibility Kerry Bannigan, the CFC was created to support Sustainable Development Goals adopted by U.N. member states in 2015 in an effort to accelerate progress of this initiative, whose current target is to achieve its environmental, economic and social objectives by 2030.

"I am delighted to officially launch CFC, which aims to actively engage in the upcoming Decade of Action and Delivery for Sustainable Development, which will be launched in early 2020," Bannigan said in a statement. "2020 is the year of implementation but also continued education. Our aim is to help businesses learn and integrate the SDGs into their business models, to develop meaningful multi-stakeholder partnerships and initiatives that secure a future where no one is left behind. The potential for change when you engage the fashion industry is enormous. If we work together to shape the future of fashion, we will create dynamic impact, lasting change and deliver on our core mission to make the SDGs a reality."

Through collaborating with the **United Nations Office for Partnerships**, it is Bannigan's hope that the CFC's work will aid in closing the \$2.4-trillion funding gap for SDGs. Due to the fashion industry's global influence, the CFC recognizes an opportunity for apparel professionals to contribute to green and ethical initiatives through "advocacy, education and en-



From left, Kerry Bannigan with model Mimi El-Ashiry during Project Womens, February 2019

gagement." The United Nations Office for Partnerships chief of office, Lucie Brigham, welcomed the official launch of the CFC, looking forward to the progress the two organizations could potentially achieve.

"Working hand in hand, I believe we can tap into the resources and expertise of leaders within the fashion industry to make the SDGs a success," she said in a press release. "With a Decade of Action and Delivery for Sustainable Development imminent, the time is now to be creative and innovative. We need to leverage solutions, scale success stories, catalyze

commitment to sustainable business models that support the SDG, and, ultimately, secure a future for people and the planet that we can be proud of."

While the organization is now marking its official launch, it has maintained a presence within the industry over the past year. During its pilot phase, the CFC was present at major industry events including the February 2019 edition of **Project Womens** at **Informa Markets' MAGIC**.

"Following a one-year pilot phase to discover what the fashion industry understood about the SDGs and what else could be implemented, the CFC immersed itself into the retail-event sector and specifically trade shows to connect with brands and retailers at the beginning of the buying cycle," Bannigan explained. "With partnerships in the U.S., U.K., France, Germany, The Netherlands and China with names including **Coterie**, **Project** and **MAGIC**, **Neonyt**, **Pure London**, **Who's Next Paris**, and **Kingpins**, we have already introduced the SDGs to over 96,000 retailers and buyers representing 87 countries."

The Project Womens' partnership with the CFC afforded opportunities to reach busy buyers who walked the floor among displays and experiential offerings that educated attendees regarding sustainable brands.

"People can see them, learn what is available and how they can purchase better for their store and do their part to give the consumer this choice," Bannigan told *California Apparel News* at the time.—*Dorothy Crouch*

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- Contact wendy@bedheadpaj.com

LF SPORTSWEAR

LA contemporary company seeking 1st - Production Patternmaker. Min 2 years exp. Must be proficient at Gerber system. Must specialize in garment dye kalls and denim garments. Assist in creative and execution of product. Expert at fit, construction, draping, textiles, shrinkage.

Jobs Available

BEDHEAD PAJAMA PRODUCTION MANAGER

- Must have at least 5 yrs' exp. in both domestic & overseas production. Must have worked with contractors. Must be highly motivated, detail oriented, energetic, & willing to adapt quickly in a fast pace environment. Must have good computer skills and know QuickBooks, Excel and Adobe. Will be part of the planning of buys for fabric. Must know costing, specs and be able to put together tech packs. Must be organized and not afraid to try new systems or develop systems to save time.
- Contact Wendy@bedheadpaj.com

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