

CALIFORNIA ApparelNews

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DIVING INTO BUSINESS

After breaking through the traditional water-wear calendar of the past, the swim category now enjoys business year-round, meaning designers and buyers must remain ahead of style and textile trends. Find exclusive swim coverage in our Waterwear special section, which begins on page 4.

Beach Bum Bikinis

TODD BARRETT

RETAIL

Runyon Group Continues to Build on Its Properties and Promise

By Andrew Asch *Retail Editor*

After wrapping up its third year in business, the **Platform** boutique retail center in Culver City, Calif., is working on a \$60-million expansion. The site will then house a new wing of creative offices, retail offerings and restaurants. Located adjacent to a Metro station, the center is a short drive away from the grounds of **Sony Entertainment Studios**.

The 70,000-square-foot expansion is scheduled to be completed in late summer 2020, David Fishbein, a Platform co-founder, said. Much of the expansion's real estate will be devoted to creative-office space. Interactive gaming company **Scopely** has committed to leasing 60,000 square feet of Platform's new wing. The remaining 10,000 square feet will contain two retail spaces, one of which will most likely house a fashion boutique.

➔ **Platform** page 3

IMPORT/EXPORT

November Trade-Deficit Figures Decrease by 5.4 Percent to Lowest Number Since 2017

By Dorothy Crouch *Managing Editor*

This week, the **United States Census Bureau** released its "Advance Economic Indicators Report," which showed a decrease in the international trade deficit. Numbers for international trade in goods recorded in October 2019 stood at \$66.8 billion, while advanced figures fell to \$63.2 billion in November, a drop of 5.4 percent. The latest figures for advance international trade in goods reflect a low that has not been seen since the latter part of 2017, when the numbers for August of that year were reported as \$63.3 billion.

Revealing November's advanced numbers for exports of goods, the agency showed a rise to \$136.4 billion from

➔ **Trade Deficit** page 2

INSIDE

Where fashion gets down to businessSM

3



6

Marisa Thalberg to guide F21 ... p. 2

Jack's unveils wetsuit section ... p. 5

Swimwear textile trends ... p. 8

New Resources: Beach Bum Bikinis ... p. 10

Swim Shorts 2020 ... p. 10

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Forever 21 Names Marketing Star to Advise Rebrand

Forever 21 Inc. recently named marketing star Marisa Thalberg as an adviser in its efforts to freshen up branding and the image of the troubled Los Angeles-headquartered retailer, said Linda Chang, Forever 21's executive vice president.

"As an iconic brand, we are always looking at ways to evolve with our customers to provide them not only with the fashion they have come to expect from Forever 21 but also a message and brand identity that aligns with the customers of today," Chang said. "Marisa's experience in brand positioning and strategy is an invaluable resource as we transform our brand identity. She has an incredible reputation for inspiring teams to take brands to new heights of cultural relevance and business performance, and we look forward to working closely together to do just that."

Thalberg also serves as a strategic adviser to **Yum! Brands**, the Irvine, Calif.-headquartered parent company of fast-food restaurants **Taco Bell**, **KFC** and **Pizza Hut**. In August, Thalberg stepped down from serving as Yum!'s full-time chief marketing officer. *Forbes* magazine named Thalberg as one of the most influential CMOs in the world. She received industry acclaim for experiential campaigns such as the **Taco Bell Hotel & Resort** in Palm Springs, Calif., in 2019.

Taco Bell enthusiasts got to stay at a hotel in the desert resort town and surround themselves in branded items such as Taco Bell hot sauce container-shaped bath soaps, as well as shirts and bikinis bearing Taco Bell graphics. Thalberg was one of the executives who worked on a fashion collaboration between Taco Bell and Forever 21, which was

released in 2017. Thalberg also is known as the founder of the social network **Executive Moms**.

On her **Twitter** profile, Thalberg seemed to confirm that her Forever 21 gig would be short term. "Happy to be jumping in to give some quick but hopefully meaningful help to this brand that has been so key in making fashion accessible to everyone," she said in a Dec. 20 post.

Forever 21 filed for Chapter 11 bankruptcy in 2019. Its filings revealed that the company owed between \$1 billion and \$10 billion to its more than 100,000 creditors. The bankruptcy was a low point for a company that had been the fast-fashion industry leader.

Syama Meagher, chief executive officer for the consultancy **Scaling Retail**, said that Forever 21 is considered something of a pioneer and a legacy brand in fast-fashion retail.

"They were the first ones to market and the first to scale," Meagher said. But legacy companies run into major problems if they do not innovate, she said. "Customers age out, and the company loses relevancy."

Thalberg also has been considered an innovator in the digital space, Meagher said. "That is one of the biggest areas that Forever 21 was lacking and needed guidance in," she said.

Meagher recommended that Forever 21 develop a new role. "One strategy would be to reposition themselves as a retailer that spins off diffusion brands," she said. "Forever 21 would become a parent company to help launch and spearhead brands geared to a Generation Z clientele."—*Andrew Asch*

IMPORT/EXPORT

	ADVANCE INTERNATIONAL TRADE: GOODS DEFICIT	ADVANCE WHOLESALE INVENTORIES	ADVANCE RETAIL INVENTORIES
NOVEMBER 2019	\$63.2 Billion -5.4%	\$674.7 Billion 0.0%	\$661.9 Billion -0.7%
OCTOBER 2019	\$66.8 Billion	\$675.0 Billion (R)	\$666.7 Billion (R)

Next release: January 29, 2020.

* The 90 percent confidence interval includes zero. There is insufficient evidence to conclude that the actual change is different from zero.
 ** Statistical significance is not applicable or not measurable.
 Data adjusted for seasonality but not price changes.
 Source: U.S. Census Bureau, Advance Economic Indicators Report, December 30, 2019.

Trade Deficit *Continued from page 1*

\$135.5 billion in October, an increase of \$0.9 billion for the month. Reflecting a decrease in goods arriving into the U.S. from other nations, imports of goods fell to \$199.6 billion in November from \$202.3 billion in October—a difference of \$2.7 billion.

In addition to the trade deficit for goods, the report included national estimates on figures reflecting end-of-month inventories for wholesale and retail. Wholesale inventories remained nearly unchanged with figures in November 2019 reported at \$674.7 billion compared with October 2019 numbers that stood at \$675 billion. In the retail segment, November 2019 inventories were reported at \$661.9 billion, a decrease of 0.7 percent from October 2019, when figures were listed at \$666.7 billion.

Throughout 2019, the United States took a number of steps to shift trade policies. These changes included the implementation of tariffs on goods imported from China, negotiations on the United States–Mexico–Canada Agreement—a replacement for the North American Free Trade Agreement—and the removal of certain countries from special considerations, such as the exclusion of Turkey and India from the Generalized System of Preferences. Actions such as these led many manufacturers and retailers located in the U.S. to rush imports of goods ahead of tariff implementation dates or find alternative partners ahead of these changes.

Regarding the United States House of Representatives passage of the USMCA on Dec. 19, United States Trade Representative Robert Lighthizer released a statement regarding benefits that he foresees from the agreement, should it pass the Senate.

"The USMCA is expected to create between 176,000 and 589,000 new American jobs and substantially increase economic growth," Lighthizer said in a press release. "The International Trade Commission's analysis shows that USMCA will have a more positive impact on our economy, jobs and wages than any other U.S. trade agreement ever negotiated."

The monthly "Advance Economic Indicators Report" for November was released Dec. 30. Full reports will be released next week covering U.S. International Trade in Goods and Services, and Manufacturers' Shipments, Inventories on Jan. 7. The report reflecting Monthly Wholesale Trade: Sales and Inventories will be released Jan. 10. ●

Week in Review

The Conference Board, a nonprofit business research group and think tank, is well known for charting consumer sentiment with its influential Consumer Confidence Index. On Jan. 2, The Conference Board released a survey of chief executives around the globe with findings showing the biggest concern of C-suite executives is economic recession. The survey polled executives in the United States, Europe, Asia and Latin America. For the second year in a row, CEOs around the world ranked recession as their top external worry. For U.S. CEOs, recession rose from being their third largest concern in 2019 to their top concern for 2020. In December, the UCLA Anderson School of Management changed a forecast in which it predicted that there would be an economic slowdown in 2020. The school's economists said that while there is still a risk of a slowdown, strong consumer spending had pushed back economic doldrums.

Toms Shoes LLC, headquartered in Los Angeles, has ceded control of the footwear company to its creditors after credit-rating agencies warned that Tom's would not be able to repay a \$300-million loan that was due, according to media reports. Creditors such as Jefferies Financial Group, Inc., Nexus Capital and Brookfield Asset Management Inc. will take over ownership from Toms founder Blake Mycoskie and private-equity firm Bain Capital. Toms made a splash after starting in 2006 with a focus on a charitable business model. For every pair of Toms footwear sold, the company would donate a pair of shoes to a child in need.

My Size, Inc., an Israeli company, will exhibit a new body-measurement technology at the National Retail Federation's Retail's Big Show, which will take place Jan. 12–14 at the Javits Convention Center in New York City. My Size will specifically take body measurements with a smartphone sensor, not a camera. Taking measurements with smartphone sensors will provide more accurate information than other methods, according to a My Size statement. The company projects that by using My Size's measurement system, digital retailers will be able to reduce the amount of consumer returns.

Pointtr, based in Redmond, Wash., announced that its Deep Location Platform would be sold in the Microsoft Azure Marketplace, which offers applications and services for use on the Azure cloud. The platform allows stores, malls and other venue operators to offer location-based services to visitors. Through this technology, managers of these venues will understand how visitors interact with their spaces and thereby improve the efficiency of their operations. Location-based services are often offered through a mobile phone to help people navigate spaces.

PVH, the parent company of Calvin Klein and Tommy Hilfiger, announced that it would donate \$1 million to New York-based Fordham University's Gabelli School of Management, which is the alma mater of Chairman and CEO Manny Chirico. It will establish a center for the study of Corporate Responsibility and Sustainability. The center will seek to build relationships between industry and academia to develop and build sustainability curriculum.

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Core Surf Brand ...Lost Goes Back to the Future

By Andrew Asch *Retail Editor*

Boardshorts replaced men's beach shorts as the swimwear of choice on the world's surfing beaches decades ago. Now, it looks like men's beach shorts—also called volleys—are making a comeback in the surf world.

Core surf brand **...Lost**, based in Orange County, Calif., has expanded its offerings of men's volleys, said Freddie Sipowicz, Lost's president. The major cause of the big shift was fashion. After blockbuster sales from the 1980s to the first decade of the 21st century, surf's popularity dipped, and its styles found themselves sharing the fashion forum with streetwear and other looks. Non-surf fashions currently favor volleys with a smaller inseam.

"Beach shorts have been exploding," he explained. "We wanted to have a presence in that category and make them with fresh, energetic prints."

Serving as Lost's president since February 2018, Sipowicz has made it part of his mission to make connections with contemporary youth and beach culture to blend Lost's roots of alternative surf style in the early 1990s.

"It was more punk rock," he said of the period following Lost's founding by surfboard shaper Matt Biolos in 1985. "Today's kids are different. I'd like to think that I connected two dots together."

For Lost's Spring 2020 collection, the brand is making 20 styles of boardshorts and 15 styles of beach shorts. Lost had a similar balance between boardshorts and beach shorts for its spring 2019 collection. But for its Spring 2018 collection, Lost only made two styles of beach shorts.

Lost's beach shorts all have a similar silhouette. It's a 16.5-inch inseam, and they are made from a poly-cotton material.



Spring 2020 boardshorts and beach shorts from ...Lost

However, the beach shorts are made with the same art and graphic designs as the line's boardshorts. There is an emphasis on reverence. Sipowicz described one print as taking an antiquated floral and brightening it up with an energetic graffiti feel.

Other styles include animal prints such as an earth-tone tiger stripe. But Lost designers put their own mark on the tiger-stripe print by placing fluorescent green palm trees on it. Additional looks are inspired by 1970s-style psychedelic poster art, pin-up girls and—in another nod to throwback fashion—tie-dye.

Lost's beach shorts retail for \$40, and its boardshorts range from \$50 to \$60. Sipowicz said that every beach-culture

wardrobe should have room for boardshorts and beach shorts.

"Beach shorts are just for lounging. They are not like boardshorts, which need to perform for the elements," he said. "Both styles are applicable to any person, whether you are a surfer or not."

Other surf brands also have developed boardshort alternatives. Such major surf brands as **Billabong**, **Quiksilver** and **Rip Curl** have produced beach shorts in recent collections. But Lost can offer additional alternatives in the surf world. It is one of the only surf companies that has remained independent, Sipowicz said.

The past couple of years have represented a shift in surf. Major brands such as **Hurley** and **Volcom** were acquired by companies outside of the surf world or were involved in major consolidations, such as when archrivals Billabong and Quiksilver joined together under the aegis of **Boardriders Inc.**

Lost has retained its independence, Sipowicz said, and so is able to experiment and offer unique styles because the designers do not have to deal with red tape.

"We're a small brand that made a good product presentation," he said.

Lost has been expanding its reach through placement in an increasing number of independent retailers. In 2020, the brand anticipates adding more than 50 U.S. retailers to its list of retail partners.

During the first quarter of 2020, the company anticipates that it will begin to distribute its styles to European countries including Spain, Germany, France, Greece and England. Wherever the brand goes, it hopes to remain flexible and offer new styles with Lost graphics and attitude.

"There always is a new color palette, new treatments and new artwork," Sipowicz said. "We get to address what is new and creatively resonating at the time." ●

RETAIL



Platform



The Optimist



From left, Joseph Miller and David Fishbein



Platform Park

Platform *Continued from page 1*

The expansion comes at a time of change for the high-end type of boutique retail that Platform serves, which includes construction of new features at the 20-space retail center, said Fishbein, a partner at the **Runyon Group**, which developed and manages Platform. The company also handles leasing for **Row DTLA**, the campus of retail, restaurant and creative offices located in downtown Los Angeles.

In June, Fishbein and business partner Joseph Miller unveiled **Platform Park**, which was formerly a vacant lot owned by the Los Angeles County **Metropolitan Transportation Authority**. The Runyon Group redesigned the space into a park with granite pathways and benches made out of wood from fallen trees that otherwise would have ended up in a landfill. Platform Park's green space has been used for community events and was named by public radio station **KCRW** as one of the "Best of 2019: Spaces and Places."

In October, Fishbein and Miller opened **The Optimist**, a men's fashion store devoted to new and emerging designer brands. They not only own the store but also actively work as buyers to find appropriate brands to sell at the store. They believe that this developer-operated retail-business model might serve as a blueprint for other shops in the center. Fishbein forecasted that, in the near future, he and Miller might own

and run half of the stores in Platform Park.

For the duo, getting into the retail game also has roots in the challenges that fashion businesses are currently experiencing.

"It's an unusual time globally for independent retail," Fishbein said. "Fewer entrepreneurs are getting into the multi-label business. We used to have an easy time of finding up-and-coming retail concepts. We saw that if we wanted to have the best retail and stores, we'd have to get into the business ourselves."

The Runyon partners found out that they not only love developing retail centers but also have an affinity for running shops, buying merchandise and developing store concepts, Fishbein said. He plans on traveling to Italy during **Pitti Immagine Uomo** fashion week in 2020 on a buying trip for Optimist.

The store claims U.S. exclusives on new and emerging men's lines, such as **Capsul** and **American Vintage**, which are based in Paris; the New York City brand **Kule**; the Italian knitwear label **Scaglione**; and leather-accessories by **Mr. Fox** from Mexico City. Future plans for Optimist include honing the store's focus, incubating new labels and potentially bringing the shop to new markets where opportunities are best for a new retail location, Fishbein said.

Fishbein and Miller started the Runyon Group in 2011 with

a focus on boutique retail. Many of their colleagues skipped over working with new and emerging brands because a big payday was not guaranteed. But the operators of retail centers eventually began to see things the Runyon way. Over the past few years, more malls have shown interest in bringing emerging brands to their properties in an effort to differentiate themselves from the competition.

The Runyon Group became a consultant to apparel brands and to companies that develop, build and manage malls. The company currently serves as a leasing agent to Row DTLA, which is owned by the Los Angeles-based **Atlas Capital**.

Upon its launch, the site gained headlines for bringing the prominent streetwear store **Bodega** to downtown Los Angeles, but it also experienced a recent setback when the **Tartine Bakery**, a critically lauded San Francisco-headquartered restaurant, closed after 11 months. Tartine was considered an anchor at Row DTLA. Fishbein said that Row DTLA will embrace the opportunity to learn from Tartine's departure.

"There's always successes, and there are always failures," he said. "Success also means continuing to learn from failures and successes that bring in tenancy and will grow tenancy in the long term. We have a nice roadmap that will bring in the right kind of community to bring in more food and beverage and retail that will grow Row DTLA as a destination for the long term." ●

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Apparel News

**WATERWEAR
SPECIAL SECTION**

**SWIMWEAR
TEXTILE
TRENDS**

**Coast by Coast:
Living the
Swim-Retail
Dream**

**New Resources:
Beach Bum
Bikinis**

Fernando Alberto Atelier

Jack's Surfboards Takes Bigger Plunge Into Wetsuits

Jack's Surfboards started business during the Eisenhower era all for the sake of a wetsuit. Founder Jack Hokanson wanted to buy a wetsuit in Huntington Beach, Calif., but couldn't find any shops that sold the product in a city that was beginning to develop a reputation as a surfing mecca.

In 1957, Hokanson opened Jack's as an emporium for surfboards, swimwear, T-shirts and wetsuits. The store is located across the street from the Huntington Beach Pier, which has been the site of the **U.S. Open of Surfing**, an event that bills itself as the largest surfing competition in the world.

Fast-forward 63 years and Jack's has increased its commitment to wetsuits. In October, Jack's more than doubled the size of the wetsuit section of its Huntington Beach flagship, said Bob Abdel, a Jack's partner and buyer. Space was carved out from Jack's longboard area in order to expand the wetsuit section from its former 1,200-square-foot space to its current 2,800 square feet.

The new wetsuit section features a wide range of brands such as **O'Neill, Rip Curl, Quiksilver, Hurley, Vissla, Billabong, Volte** and **Xcel**. Retail price points range from \$150 to more than \$400 for wetsuits for women, men and kids.

Jack's selection of wetsuits includes rash guards and full wetsuits that can be seen on any surfing beach. Also available are fairly exotic items such as dry suits, which are designed for surfing or exploring underwater regions in freezing cold waters



such as those around Iceland. These pieces can be purchased through special orders.

The past decade or so has been a golden age for wetsuit design. Wetsuits are increasingly being created as highly technical performance garments, made to withstand all types of surf. Abdel said it is crucial for people to shop for wetsuits at physical stores and try them on as "every manufacturer has a different fit," he said.

Wetsuits are not as easy to buy online, unless the shopper is an experienced surfer and knows the exact features he or she is seeking in a wetsuit, said Patrik Schmidle, president of the market-research firm **ActionWatch**.

"Wetsuits showed robust growth compared to the overall growth in the core skate/surf category," Schmidle said.

Wetsuits have enjoyed good growth since 2016. In 2018, wetsuit sales saw a 16 percent increase in a year-over-year comparison, but sales tumbled during the first half of 2019. During the first quarter of 2019, sales declined 7 percent, followed by 13 percent for the second quarter of the year, but sales rallied in the second half of the year. There was an uptick of 1 percent in the third quarter, which was followed by an increase of 8 percent in the fourth quarter as wetsuit sales shot up 14 percent in the month of November.

One reason Schmidle cited regarding the increase in wetsuit sales is that there are more casual surfers trying out the sport, which has provided a healthy boost within the category.—*Andrew Asch*

Calendar

Jan. 4

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

Jan. 14

Dallas Apparel & Accessories Market
Dallas Market Center
Dallas
Through Jan. 18

Jan. 15

Preface LA
224 E. 11th St.
Los Angeles
Through Jan. 16

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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Coast by Coast Is On the Move

By Andrew Asch *Retail Editor*

After a career working as a merchandiser and buyer for **Victoria's Secret's** swim division and later for **Macy's**, Kristen Cleary decided to buy a **Volkswagen** bus and go on the road. Her travels took her all across America and eventually to her own bricks-and-mortar swim shop, **Coast by Coast**, which she opened recently in downtown Los Angeles.

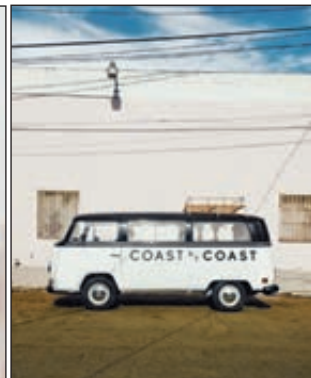
It's been a ride on an increasingly smaller road. Coast by Coast is a multi-brand boutique developing a niche in a market that currently favors mono-brand boutiques and where digital commerce is currently skyrocketing in popularity. Cleary opened Coast by Coast because she feels there is still a niche in the market for multi-brand bricks-and-mortar shops, especially boutiques that offer a mix of new designs and a spirit of discovery in swim.

"There are so many amazing brands on the swim market right now," Cleary said. "If we love a new brand and they measure up to our standards of quality, fit, design and sustainability, we're going to bring it into the shop, no matter what the world is doing."

After she started Coast by Coast as a mobile swim shop, Cleary, along with her sister and business partner, Lauren, opened Coast by Coast in October at **Row DTLA**, a campus of boutiques, restaurants and creative offices located a short drive away from downtown Los Angeles' Arts District.

Bikini shop on wheels

Yearning for something new in 2015, Cleary had a vivid dream of selling swimwear from a van. She found a 1972 Volkswagen bay-window bus—named Irene by its previous



Coast by Coast's bricks-and-mortar; Cleary sisters; Volkswagen bus

owner—that featured custom interior racks that extended outside the van. There was a display trunk with white-oak shelves and blackened-steel design elements, plus a sofa.

Selling brands such as **Mara Hoffman**, **Minimale Animale**, **Basta Surf** and **Lem Lem**, the Cleary sisters began driving the mobile shop around New York in the summer.

Once autumn arrived, the pair drove west, holding pop-up shops in New Orleans, Dallas, as well as at the **Hotel San José** in Austin and the art camper park **El Cosmico** in Marfa, Texas. The mobile bikini boutique's travels ended in Los Angeles, where the Clearys decided to make their headquarters.

"Swim was more of a year-round thing," Kristen Cleary said of California. "And we fell for the mountains and the beaches."

But the trip across the states got them noticed by retailers such as **Lou & Grey** and **Tory Sport**, an activewear line from **Tory Burch**. In 2016, they produced events for **Tory Sport** where the van was parked outside of the **Tory Burch** shop on Rodeo Drive in Beverly Hills, Calif., and in front of **Burch's** **Tory Sport** boutique in the Flatiron building in Manhattan.

Putting down retail roots

After leading a nomadic life and serving as swimwear consultants, in 2018 the Clearys put together a pop-up shop at the **Platform** retail center in Culver City, Calif. For the first time in more than two years, they experienced running a store outside the narrow confines of a van.

"This new shop had space. It was something that we longed for. It allowed us to really expand our brands and styles," Cleary said.

Platform owners the **Runyon Group** extended Coast by Coast's run from two months to 15 months. It then offered a space at **Row DTLA**, a campus that the property managers lease.

The swim retailer currently offers brands such as **Galamaar**, **Hunza G**, **Nu Swim**, **Araks**, **Kikikiri**, **Anemone**, **Kore Swim**, **Afloat** and **Arrels**. There are also a few men's trunks brands, including **Arrels Barcelona**, **Bather**, **OCIN** and **Retromarine**, in addition to accessories such as sunglasses, towels, cover-ups and skin-care brands. Retail price points range from \$120 to \$400 for a women's suit, while men's swimsuits range from \$85 to \$165.

Cleary said that her shop's advantage is that there is no replacement for a live, experienced sales staff. "Swimwear is something that most women prefer to try on, and, after years of experience, we really understand the importance of it," Cleary said. "Every single body is different."

Coast by Coast will continue to be on the move. In summer 2020, Cleary hopes to open a physical store in Brooklyn, N.Y. In February, it will open an e-commerce site.

"It's a big task to help women find a perfect fit online," she said. "My goal is to have women confident enough to buy a swimsuit online with the tools we provide." ●

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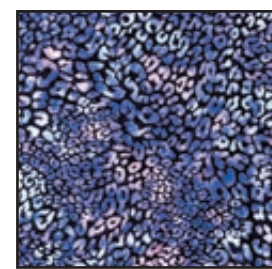
Trends in swim and surf textiles are meant to be seen alongside a refreshing pool or soaking up beach culture on the sand. Once neon took hold as a trend in fashion a few years ago, it hasn't let go and is now moving into 2020 with some styles accentuating animal prints and camouflage with pops of bold colors. Another holdover from the fashion cycle, plaids are also making an appearance along the shore and poolside. Tropical florals are on trend as well with patterns offered in neon colors or hues reflective of nature. For beachgoers and pool lovers who want to stand out, shimmering fabrics guarantee a season of shining brightly.—Dorothy Crouch



Pine Crest Fabrics



Pine Crest Fabrics



Pine Crest Fabrics



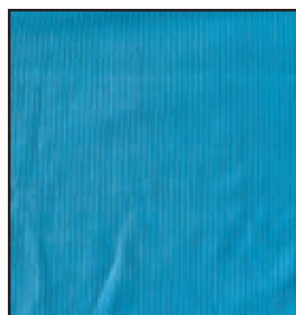
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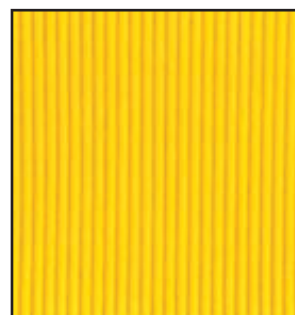
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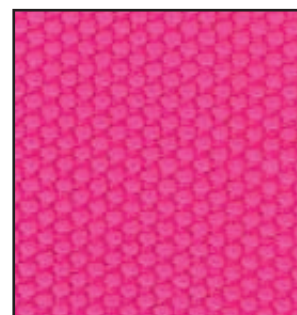
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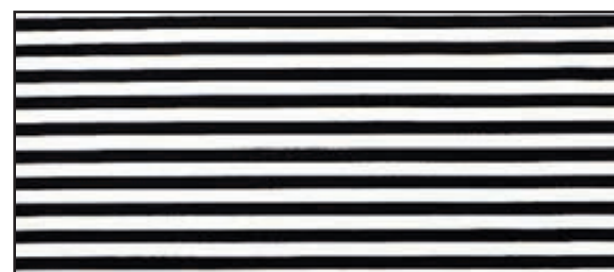
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Check us out this season...

Surf Expo | Orlando, FL | Booth #3145 | January 8th-10th, 2020

Style Max | Chicago, IL | Booth #3023 | January 26th-28th, 2020

Swim Collective | Anaheim, CA | Booth #1012 | January 29th & 30th, 2020

www.pqswim.com | [@pqswim](https://www.instagram.com/pqswim)

Connection to California Inspires L.A.-Made Beach Bum Bikinis

Manufacturing a Los Angeles-made swimsuit line for women by women is at the core of **Beach Bum Bikinis'** mission. The brand, launched in March 2018 by Noa Eltaresy, relies on a California-girl aesthetic. As a native of Miami who now resides in New York, Eltaresy finds the Golden States' beach culture refreshing, citing locals' reputation for "feeling good and confident about who you are while still respecting the multicultural contrast of the beautiful land."

Recently, Beach Bum Bikinis released its Holiday '19/ Spring '20 Under the Sun collection for which Eltaresy sought retro influences.

"My inspiration for all of my swimwear comes from the '80s—I absolutely love the authenticity of the era," Eltaresy said. "For this particular collection, I leaned toward having a subtle yet flashy aspect while still accentuating the right features of a woman's body."

Sold through its direct-to-consumer online presence, beachbumbikinisca.com, Beach Bum Bikinis is also establishing partnerships with like-minded retailers and e-tailers such as the Corona del Mar, Calif.-based **Shop Resurrection** and the West Palm Beach, Fla., marketplace **Werth**, a component of the **Women of Wall Street** collective that is finalizing its launch this month.

For Women of Wall Street founder Jaclyn Milford, working with Beach Bum Bikinis

fortifies her mission to support other female entrepreneurs by selling lifestyle items to other working women who are in their 30s to 50s and enjoy the finer aspects of life, including travel.

"The fabrics are quality, and the price points are extremely accessible. For our customer, they have a lot of clean looks that would go well on our ladies, who love to show off their bodies in their one-tone and well-fitted swimsuits," Milford said. "We believe in supporting female brands, and this is a 100 percent female brand."

Part of Eltaresy's inspiration stems from her sympathy with female consumers who encounter difficulty when searching for swim pieces that complement various

body types and seek reasonable price points.

Her brand's offerings are not only domestically manufactured but are also affordable. Retail pricing for the brand's pieces starts at \$20 to \$35. To encourage women to hit the beach or the pool, Eltaresy is also working on expanding her sizing, which currently runs XS-L.

"We know swimwear is something that's very personal, and we really want every woman to be comfortable in her bikinis," Eltaresy said. "We feel perfecting swimwear to fit many is a hard thing to find, but the feedback we have received thus far lets us know we are on the right path."—*Dorothy Crouch*



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Curve New York

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www.eurovetamericas.com

Curve is the only show in North America solely dedicated to intimate apparel, sleepwear, and swimwear. The Curve shows will be in New York Feb. 2-4 and Aug. 2-4, and Los Angeles on Feb. 23-24. The Curve New York and Curve Los Angeles shows are produced by Eurovet Americas, a Eurovet company. Interfiliere, also produced by Eurovet, is the leading trade show for intimates, beachwear, and swimwear fabrics. The next editions of the show take place Jan. 18-20 in Paris, March in Hong Kong, and Oct. 14-15 in New York.



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IN THE USA label. We also supply beautiful lace fabrics from the finest mills in Europe. Visit the new La Lame showrooms at 215 W. 40th St. in New York by calling Glen Schmeer, Adrian Castens, or Joel Goldfarb.



Surf Expo

www.surfexpo.com

Surf Expo is the largest and longest-running watersports and beach/resort/lifestyle trade show in the world. Produced annually in January and September, the show draws buyers from specialty stores, major chains, resorts, cruise lines, and beach-rental companies across the U.S., the Caribbean, Central and South America, and around the world. The show features more than 2,500 booths of hard goods, apparel, and accessories and a full lineup of special events including fashion shows, annual awards ceremonies, and demos. More information about Surf Expo can be found at their website.



SwimShow

www.swimshow.com

SwimShow, the premier trade show dedicated to the swimwear industry, will return in July 2020 to the Miami Beach Convention Center in Miami Beach, Florida, with the support of the Miami Beach Visitor and Convention Authority. Produced by the Swimwear Association of Florida, this iconic event is celebrating its 38th anniversary as the most respected, comprehensive, and longest-running swimwear trade show of its kind ... a must-attend

event of the buying season. The Collection, a curated fashion environment, will once again play a key role in allowing retailers to discover the best emerging and established contemporary and boutique brands in addition to resort, beachwear, lifestyle, men's, children's, and accessories.



Swimspiration®

info@Swimspiration.shop

www.swimspiration.shop

Meet Swimspiration® a lifestyle brand of swimwear designs embellished with raw and faceted crystals and gemstones. These suits bring "good-vibes" that are meant to uplift your spirit with positive energy and ignite confidence. The collection merges metaphysical healing and fashion. This fashion alignment brings motivational insight and inspires women of all ages to awaken the possibilities of a broader perspective. Swimspiration® creates timeless styles and silhouettes with Econyl® Lycra from Italy. This sustainable textile has excellent support, stretch, its soft and breathable, so it follows the curves of each body beautifully. Ideal for a day at the beach and lounging poolside, these are also great cross-over pieces for the woman who is active and the go. Creative Director Imel Leron Gray wants to design an environment that does not dominate but cultivates love, joy, and authentic self.

COMING UP!

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

January 10

Cover: Fashion
Retail Sales
T-Shirts
New Lines

T-Shirt Advertorial
Finance Advertorial
Textile Preview and
Resource Guide with Tech

Bonus Distribution
L.A. Market Week 1/12-15
Brand Assembly LA 1/13-15
Designers & Agents LA Summer 1/13-15
Impressions Expo Long Beach 1/17-19
Apparel Sourcing USA 1/19-21
Texworld USA 1/19-21
Liberty Fairs NY 1/20-21
Premiere Vision NY 1/21-22
Active Collective NY 1/22-23
Fashion Market Northern California 1/26-28

January 17

Cover: LA Market Wrap
2019 Financial Review/2020 Financial
Forecast
Surf Expo Coverage
Technology Industry Voices: Shop Floor
Modernization
Sustainability

Fashion Advertorial
Las Vegas Resource Guide
Technology Advertorial
Sustainability Advertorial

Bonus Distribution
Fashion Market Northern California 1/26-28
Atlanta Apparel 1/28-29
Outdoor Retailer 1/29-31
IFJAG 2/2-5
OffPrice Show 2/3-6
WWIN 2/3-6
Liberty Fairs NY 2/4-6
Sourcing at MAGIC 2/4-7
POOLTradeShow 2/5-7
Project 2/5-7
Stitch 2/5-7
WWD/MAGIC 2/5-7

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January 24

Cover: Fashion
New York Textile Coverage
Hong Kong Fashion Week Coverage
NRF Coverage

Sourcing & Fabric Special
Section
with Tech
Fashion Advertorial

Bonus Distribution
Active Collective 1/29-30
Swim Collective 1/29-30
IFJAG 2/2-5
OffPrice Show 2/3-6
WWIN 2/3-6
Liberty Fairs NY 2/4-6
Sourcing at MAGIC 2/4-7
POOLTradeShow 2/5-7
Project 2/5-7
Stitch 2/5-7
WWD/MAGIC 2/5-7
Agenda LV

January 31

Cover: Fashion
New York Textile Coverage
Denim
Technology Industry Voices
Made in America
Industry Focus: Finance
Fashion Focus
What's Checking

Supply Chain Special Section
with Tech
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IFJAG 2/2-5
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POOLTradeShow 2/5-7
Project 2/5-7
Stitch 2/5-7
WWD/MAGIC 2/5-7
Designers & Agents NY 2/9-11
Coterie 2/11-13
Agenda LV



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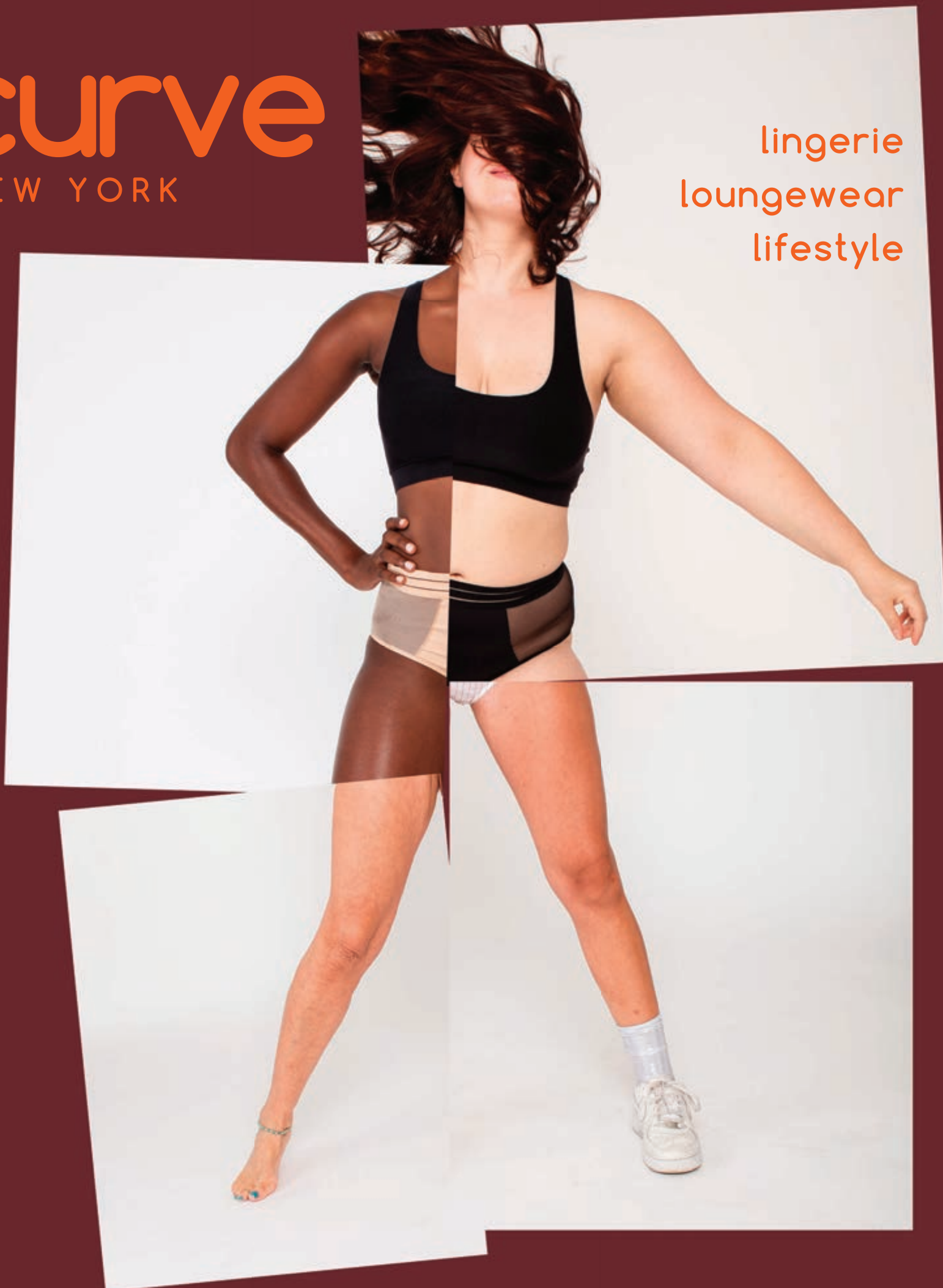
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