

california

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

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on ApparelNews.net.

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

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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**, **Kikikirio**, **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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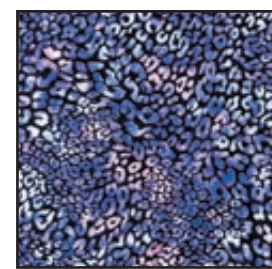
Trends in swim and surf textiles are meant to be seen alongside a refreshing pool or soaking up beach culture on the sand. Once neon took hold as a trend in fashion a few years ago, it hasn't let go and is now moving into 2020 with some styles accentuating animal prints and camouflage with pops of bold 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, shimmery fabrics guarantee a season of shining brightly.—*Dorothy Crouch*



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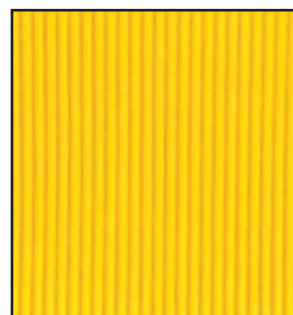
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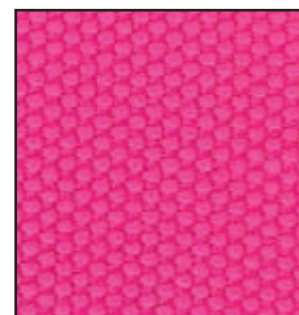
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MANAGING EDITOR
DOROTHY CROUCH

RETAIL EDITOR
ANDREW ASCH

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

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

Manufacturing a Los Angeles-made swimsuit line for 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 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. Interfilie, 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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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

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Premiere Vision NY 1/21-22
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Fashion Market Northern California 1/26-28

January 17

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January 31

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