

# CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR **75** YEARS

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## NATURAL ATTRACTION

The innate elegance of the Halstonette, with inspiration rooted in the modern majesty of Northern Spain, defines Halston's pre-Spring 2020 collection, which translates modern details of the city's artistic sites into updated formalwear. Find more looks on page 12.

MEREDITH BRUNER

### TRADE SHOW REPORT

## Quality Is Valued Over Quantity During L.A. Market Week

By Andrew Asch and Dorothy Crouch

During the Jan. 12-16 edition of **L.A. Market Week**, buyers visited downtown Los Angeles' Fashion District to find Summer 2020 goods with a few searching for Fall. A typically slower market, this run saw showrooms at the **Cooper Design Space** and its sibling show **Brand Assembly**, **The New Mart** and **Designers & Agents**, the **California Market Center**, the **Gerry Building**, and newcomer **Preface** engage with quality buyers.

### Keeping up with trends at Cooper

At the Cooper Design Space's **Ginny Wong Showroom**, which represents lines such as **Sabina Musayev** and **Yumi** → **L.A. Market** page 3

### IMPORT/EXPORT

## USMCA Approved by U.S. Senate, Phase One of China Deal Signed by Trump

By Andrew Asch *Retail Editor*

In a fast-paced set of events, President Donald Trump signed Phase One of the trade agreement between the U.S. and the People's Republic of China on Jan. 15. The next day, the U.S. Senate approved the **United States-Mexico-Canada Agreement**, a platform upon which Trump campaigned during 2016 as a replacement for the **North American Free Trade Agreement**.

The signing of Phase One of the China trade deal is expected to settle some of the turbulence of the 18-month trade → **USMCA** page 10

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

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## IFF Sues S.F. Over Fur Ban

By Dorothy Crouch *Managing Editor*

Following the Jan. 1 implementation of San Francisco's fur ban, the **International Fur Federation** announced its filing of a lawsuit against the city in U.S. District Court for the Northern District of California. Citing what it calls the "unconstitutional restriction on interstate and foreign commerce," the IFF maintains that banning the sale of fur could lead to legislation regulating other

animal products.

"If this law is allowed to stand, there's nothing stopping San Francisco from banning wool, leather, meat or other products that a small group of activists don't approve of," said Mark Oaten, chief executive officer of the London-headquartered IFF. "Californians should have no fewer rights than residents of other states. They should be free to buy legally produced goods unless there is a public safety or health issue—which does

not exist here."

While the IFF claims that the ban, which was passed in March 2018 but allowed retailers to sell remaining stocks of fur products until Jan. 1, 2020, infringes on the rights of businesses, in 2018, former Supervisor Katy Tang, a proponent of the bill, told *California Apparel News* that her work was geared toward promoting more-ethical products, not undermining local businesses.

"It's never the goal of mine to shut down a business, but it is my hope that as consumers demand products from ethical resources, this legislation brings retailers to shift to meet consumer demand," Tang said.

The IFF also argues that San Francisco's decision could be potentially more detrimental to the environment due to the shedding of synthetic microfibers from faux-fur products when these items are washed.

When the ban passed, the San Francisco Board of Supervisors supported the legislation with a unanimous 10-0 vote. The legislation was originally introduced in December 2017. ●

## Jewelry Retailer Robbins Brothers Announces New CEO

Following the departure of **Robbins Brothers'** president and chief executive officer Andy Heyneman, who had been with the company—also known as "The Engagement Ring Store"—for 14 years, the Los Angeles jewelry brand's board of directors announced the appointment of Marc Friedant to the CEO role. For the past 18 months, Friedant has served as president and chief financial officer.

"As we approach Robbins Brothers' 100th anniversary, I am excited to help the company thrive within the new paradigm of retail jewelry sales," Friedant said in a statement. "The passion and commitment of our associates will continue to be the cornerstone of our success, and our purpose and commitment to

our guests will remain the same, which is celebrating couples in love for a lifetime."



Marc Friedant

A graduate of **Temple University's Fox School of Business** master of business administration program, Friedant has built his career through occupying roles at transportation-services company **Qualawash Holdings**, health-and-beauty brand **Vogue International**, information-technology firm **Clement Pappas and Co.** and jewelry manufacturer **LAGOS**, where he served as chief financial officer.

During his time working with these companies, Friedant gained experience with the development and implementation of strategic and operational solutions to guide a business through challenges and opportunities.—D.C.

## Week in Review

**Winston Retail**, a New York-headquartered retail agency, made a Jan. 13 announcement that it will acquire the Market Connect Group, a third-party merchandiser, from apparel-and-accessories company Randa. "The acquisition of MCG will add significantly to Winston's reputation as the leader in in-store merchandising for image brands," Winston Retail Chief Executive Officer and founder Jan Croatt said in a statement. "Our main focus will continue to be visual merchandising, store design, sales staffing and pop-up consumer experiences for brands and retailers, as well as expanding our technological capabilities." Among its clients, Randa counts Under Armour, Adidas, Shinola, Bombas, Casper and certain VF Corporation brands.

**Afterpay**, a financial-technology firm headquartered in Melbourne, Australia, that focuses on digital buy now/pay later services, announced the appointment of David Katz as global chief product officer. Effective Jan. 12, the new role follows Katz's time as senior vice president of product management and design at Fanatics, Inc. "The customer demand for Afterpay has grown beyond our expectations in markets across the world," Anthony Eisen, co-founder and chief executive officer of Afterpay, said in a press release.

**Fashion-and-lifestyle company PVH Corp.** announced the sale of its Speedo North America Business to the Pentland Group, the parent company of Speedo International Limited. The \$170-million cash sale is subject to a working-capital adjustment, with Speedo International licensing the Speedo trademark to a subsidiary of PVH for use in perpetuity in North America and the Caribbean. "This strategic announcement aligns with PVH's goal to optimize and streamline its Heritage Brands business in the ever-evolving retail environment and focus on delivering sustainable, profitable growth of its global brands, Calvin Klein and Tommy Hilfeger," said Emanuel Chirico, chairman and chief executive officer of PVH Corp. The news comes ahead of the 2020 Tokyo Olympics and Paralympics. "With the Tokyo Games this year, now is the right time to bring Speedo North America back into our brand portfolio," said Andy Long, CEO of the Pentland Group's Pentland Brands division.

**Carol Lim and Humberto Leon**, founders of the luxury retailer Opening Ceremony, announced in a Jan. 14 email the closure of all retail locations throughout 2020. Launched in 2002 on New York City's Howard Street in SoHo, the retailer grew to include additional locations in Manhattan, next door to the original and a gift shop at the Ace Hotel in Midtown. Eventually, doors were also opened in Los Angeles, London and Tokyo. In the email, the pair commented on the joy they found by bridging people from around the world through their business. "This is why it's incredibly emotional for us to announce today that we will be closing our Opening Ceremony retail locations sometime in 2020," read the joint statement from Lim and Leon. "We've made a decision to focus on growing the Opening Ceremony collection and brand with our new partners, the New Guards Group, and expanding the designs of Opening Ceremony."

## Active Ride's Assets to Be Sold

**Active Ride Shop**, an award-winning action-sports and skateboarding retailer based in Ontario, Calif., which ran more than 21 shops, is being sold by its lender.

**Gem Cap Lending** will sell Active Ride's intellectual property and assets in a sale scheduled for Jan. 22, according to a public notice from the lender, which was published in the *Los Angeles Times* on Jan. 9. A phone call to a Gem Cap representative was not returned by press time.

It seemed the retailer's business was winding down. There was no e-commerce activity on the retailer's website, *activerideshop.com*. A message on the site read, "Be Back Soon, Sign Up for Our Email Newsletter." Phone calls to several of Active Ride's bricks-and-mortar shops went directly to the stores' voicemails.

The news of the sale might be the coda to a skyrocketing rise to prominence when Active Ride won the Men's Retailer of the Year **SIMA Image Award** presented by the **Surf Industry Manufacturers Association** in 2008. The following year, Active Ride filed for Chapter 11 bankruptcy. Entrepreneur Issa Latha acquired the retailer out of bankruptcy. In 2014, **Tengram Capital** became a majority partner in the retailer and intended to open more shops. In 2018, Chatsworth, Calif., manufacturer **APS Global** acquired Active Ride for an undisclosed amount.

Fashion-business chiefs and consumers were mourning the demise of the shop. Bobby Kim, co-founder of **The Hundreds** streetwear label, tweeted on Jan. 12: "RIP Active Ride Shop. Thanks for the years." Kenan Bell, a musician, tweeted that the retailer was a pioneer, writing, "Before **Utility Board Shop**, before **Cellular**, before **Diamond** and **Supreme**, there was Active."

Active's demise comes at a time of relatively good business in the skate market, said Patrik Schmidle, president of the market researcher **ActionWatch**. "This year, we've seen a tremendous uptick in skate," he said.

Sales for skate hard goods such as skate decks increased 20 percent from January to November 2019 compared to the same period the previous year.

"We've seen an uptick in anything related to skating," Schmidle explained. "But it's a situation that must have come too late for whatever transpired at Active."

—Andrew Asch



# Honorine Designs for a New Transition Season

Since fashion veteran Jill Roberts started **Honorine**, a Los Angeles–headquartered linen-dress and beach-cover-up line, she typically delivered the brand to retailers during three seasons, Spring, Summer and Resort, but Roberts said that she’s looking to shake up the industry’s seasonal traditions. She feels that Southern California fashion brands and retailers have been ignoring a potentially lucrative opportunity. Consider it a high-Summer season or a pre-Fall transitional season.

“The deliveries for Fall start coming into stores in late July, which is the beginning of hot weather. Retailers start transitioning stores with fall fabrications such as velvets and wools. It can be tricky,” she said. “I’d rather transition to something that is buy now/wear now. These clothes may not be beachy, but [they are made] in a fabric that is lightweight and doesn’t look like you are wearing a fall dress.”

To provide an alternative, Roberts is currently developing new Honorine styles for this niche season. A made-in-Los Angeles brand launched in 2018, Honorine will have its next season arrive after Southern California’s typically cool, early summer of June gloom and through the hot season, which runs from late July through September and sometimes beyond.

“It’s really important to have a transition delivery during the super-warm months,” Roberts said of the hot-summer period. “With traditional deliveries, we’re getting cold-weather clothes. It’s not buy now/wear now. Traditional deliveries just wait on the shop floor for three months.”

Introductions for this new season’s collection will start in February at the temporary New York City **Summer Somewhere** showroom, which represents Honorine.

The retailers she has worked with have consistently sought to buy goods as late as possible in the season. Her decision to launch a collection based on transitional seasons is also rooted in Roberts’s experience as a retailer. She runs three self-named, multi-line **Jill Roberts** bricks-and-mortar boutiques in the Los Angeles area.



More than 25 years ago, she opened her first Jill Roberts shop on Montana Avenue in Santa Monica. She also runs a Jill Roberts shop in Beverly Hills and another in Studio City. Her e-commerce site, [jillroberts.com](http://jillroberts.com), is scheduled to unveil a remodel by mid-January. The concept for the shops centers on her view of the California lifestyle. They sell cashmere sweaters made by Roberts’s self-named Jill Roberts private-label line as well as independent labels **Hunza G.**, **Rose Carmine** and **Innika Choo**, which feature beach-culture and summer-friendly styles.

For her Summer delivery, Honorine styles come in linen

and gauze, which are more appropriate to wear around the beach, she said. In contrast, Honorine dresses for a transition season will be offered in a lightweight cotton/silk blend and rayon that Roberts said was more appropriate in both office and casual settings.

This upcoming transition line for Honorine will feature more than five summer-dress silhouettes, which were initially meant for beachwear. The silhouettes will include Honorine’s prairie-style dress, *Giselle*, which is fitted on top and flowing on the bottom. Another look will be inspired by Honorine’s Charlotte dress, which features a V neck and a hem that falls below the knee. The styles will feature fall colors such as rose and spice hues in addition to blue tones and greens.

Honorine’s focus on a collection for a transitional season comes during a time when many designers increasingly make clothes that are not intended for any specific season. This is true especially in a Southern California fashion market where anything goes, said Don Reichman of the sales group **Reichman Associates**.

“Southern California retailers prefer clothing in lighter-weight fabrics that can be worn year-round,” Reichman said. “Spring/summer colors can sometimes change to darker and richer fall colors. Actually, lighter or darker colors can be worn at any time of year these days and not look out of place.”

Roberts agreed that the fashion business is increasingly making clothes and collections for no specific season. She thought that there did not need to be a strict boundary between the customers who want seasonless pieces and those who build a wardrobe according to fashion’s seasonal calendar.

“We might end up offering these styles all year-round. It’s the buy now/wear now theory,” she said. “Get it in and sell it fast!”

Retail price points range from \$180 to \$425. Honorine has been sold at prominent retailers such as **Goop**, **Elyse Walker** and **Intermix** as well as its direct-to-consumer channel, [www.iamhonorine.com](http://www.iamhonorine.com).—Andrew Asch

## TRADE SHOW REPORT



Guadalupe and Paula Goler



From left, Melissa Pallone, Glynn Barrish-Dreyer of Kindom, Anita Susanne Börjesson of Little India and Eveline Morel



Brand Assembly



GINNY WONG SHOWROOM

### L.A. Market *Continued from page 1*

**Kim**, Wong saw interest in florals and the continuing trend in animal prints with a shift toward snakeskin patterns and shiny sparkle details. Clients visited from Dallas, Florida, New York and California searching for **Immediates** and **Summer**.

“Here, our buyers are able to find new brands, especially walking the building and **Brand Assembly**,” Wong said. “They tell us that they can find a lot of new brands that their neighbors aren’t buying.”

Traveling to downtown Los Angeles from her 270-square-foot swim-and-surf boutique in Montecito, Calif., Heather Fort of **Coco Cabana** was searching for men’s, women’s and resortwear. She carries **Boys and Arrows**, a personal favorite, which is found on the fourth floor of the Cooper.

“I always concentrate on environmentally friendly pieces. Everyone is doing a lot of recycled, which is fun. That is a big bonus,” she said. “I go for smaller brands because it’s important for me to have a small minimum to work with since my shop is so small.”

At **Brand Assembly**, on the Cooper’s top floor, show organizers reported a good start to 2020 with a nice flow of traffic during its Jan. 13–15 event.

“January can be a bit of a tossup market, but we have been pretty steady upstairs,” said Adam Eisenhut. “It was pretty consistent; we’re always growing.”

**Catherine Gee**, the Santa Barbara, Calif., brand from the designer of the same name, made the move for this edition from a showroom to **Brand Assembly**, where the prints for which she is known and a new denim line attracted buyers.

“We opened new accounts yesterday,” she said. “We’ve been seeing repeat customers, too.”

At the booth for the **Emblem Showroom**, Eveline Morel, chief executive officer, was representing four lines—**Kindom**,

**Little India**, **Pallone by Melissa Pallone** and **Vestopazzo**. She saw buyers from different regions around the United States including Dallas and Florida, in addition to all corners of California including Laguna Beach, the San Fernando Valley, Palm Springs, and northern and central parts of the state.

“It’s been good, really great traffic. It’s always great with a relaxed atmosphere and good lines,” she said. “There are people from everywhere.”

For buyer Gayle Shea of **Runaway Runway**, a boutique in Malibu, Calif., one day at **Brand Assembly** was not enough. She visited the show twice to find goods for her female clients in their 30s through 60s.

“It’s a decent size for this time of year. I wrote two new jewelry brands—**Studio Grun** and **Lili Claspe**,” she said. “I like the fact that there are more **Immediates**—it’s not so far out. We’re closer to delivery. I can buy for Spring.”

### New Mart showrooms find opportunity

The January market has traditionally been smaller than others because it is scheduled close to **MAGIC** and the other Las Vegas shows, which are in the first week of February, Jackie Bartolo, West Coast sales manager for The New Mart’s **Velvet Heart** showroom, said.

“We picked up a couple of new accounts,” she said. “We didn’t expect that.”

The January market also attracted Scout Burgess, who is working to open the **Citrine** boutique in Larkspur, Calif., in February.

“We’re looking for basics such as quality sweaters and jeans, things that are simple with price points that are affordable. The desire for basics is rooted in more than modesty. There is a caution out there,” she noted about consumers’ reaction to the world’s politics. “It is reflected in what people are buying.”

Vishaka Lama, founder of The New Mart’s **Showroom Five21**, which represents and distributes brands such as **Lumier by Bariano**, said that the show is affected by a difficult schedule. “We come back on [Jan.] 3, and we have one week to get ready,” she said of returning to work after the holidays. “Vegas is scheduled earlier this year. A lot of my customers go to Vegas. You have to prioritize.”

Buyers are looking for sustainable styles, said Catherine Strange Warren, vice president of **WTS International**, a Boca Raton, Fla., company that consults for health spas, spa management and boutiques in spas. She was shopping **Designers & Agents**, which ran Jan. 13–15 on the third floor of The New Mart.

“Sustainable clothing that is made out of recycled water bottles is huge,” she said. “Anything that has to do with hemp and bamboo is picking up.”

About 40 brands exhibited at D&A, said Barbara Kramer, a co-founder of the trade show. “No one has unrealistic expectations of the show. It is a gap market,” she said. “It is there to support the brands. They have business.”

Mattie Iel, a co-founder of the **JP & Mattie** brand and a D&A veteran, agreed that the show is small but offers opportunities. “I did see everyone who came to see me,” she said.

### CMC unveils new showroom wing

The first market of 2020 featured a big reveal for the **California Market Center** following its \$170-million remodel, which was announced in November 2017.

Veteran CMC tenant **Betty Bottom** is scheduled to move to a 2,800-square-foot showroom at C433 next week. Ernesto Mantilla, Betty Bottom’s co-owner, said that his showroom has been doing business in a 1,400-square-foot space since September.

“We were busy every day. It was surprisingly good. I

► L.A. Market page 13

# DALLAS APPAREL & ACCESSORIES MARKET

MARCH 24 - 27, 2020  
JUNE 23 - 26, 2020



## NEWS

### Robert Rodriguez Named New Chief Creative Officer at Halston

By Dorothy Crouch *Managing Editor*

Fashion veteran Robert Rodriguez was recently named the new chief creative officer for **Halston**, the brand announced earlier this year. Taking over for Marie Mazelis, the former chief creative officer/creative director, Rodriguez brings with him a career defined by work with some of the most venerable fashion houses.

"I am honored and delighted to be part of Halston," Rodriguez said in a statement. "Roy Halston Frowick was the creator of luxury American fashion. It is with great respect and admiration that I continue to lead the legacy and his iconic signature."

In 1990, the Havana, Cuba-born Rodriguez began his career in haute couture as an assistant fashion designer at **Christian Dior New York** followed by a move to **Laundry by Shelli Segal** in Los Angeles, where he served as design director and was later named artistic design director. Rodriguez launched his own eponymous brand, **Robert Rodriguez**, in 2003, unveiling his ready-to-wear collection in New York during the Fall 2005 season.

"I always thought Robert Rodriguez was the perfect choice for leading the Halston brand," Andrea Scoli, president of Halston, said in a press release regarding the Jan. 3 announcement. "Having worked with him for so

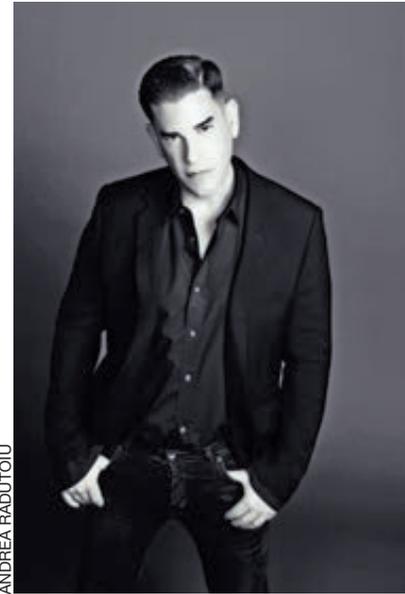
many years, I truly felt that his aesthetic and vision for Halston would be an asset to us in supporting our future growth. I am honored to be working with such an incredible visionary."

While Rodriguez has left his mark in the fashion-design world through his own label and by designing for others, his work was praised early on. The **Fashion Institute of Technology** graduate was presented with the Critic Award for Best Designer of the Year and, in 2010, he was inducted into the **Council of Fashion Designers of America**.

With his move to Halston, Rodriguez brings to the company a clientele that includes celebrities and a worldwide following, complementing the heritage

of the global brand that was founded in the 1960s.

"Halston is an iconic American brand that has truly made its mark in fashion," said Mitchell Hops, chief executive officer of **Groupe JS International**, a license-agreement partner to Halston. "Rodriguez's expertise and aesthetic will blend effortlessly with Halston's signature designs and help elevate the brand to a new level. We are confident that under his direction Halston will continue to grow and succeed."



ANDREA RADUTOIU  
Robert Rodriguez

## Calendar

**Jan. 17**

**Impressions Expo**  
Long Beach Convention and Entertainment Center  
Long Beach, Calif.  
Through Jan. 19

**Jan. 19**

**Apparel Sourcing USA MRket Project**  
**Texworld USA**  
Javits Center  
New York  
Through Jan. 21

**Jan. 20**

**New York Fabric Show**  
Metropolitan Pavilion  
New York  
Through Jan. 21

**Liberty Fairs**  
Pier 94

New York  
Through Jan. 22

**Jan. 21**

**Première Vision**  
Center 415  
New York  
Through Jan. 22

**Man New York**  
Spring Studios  
New York  
Through Jan. 23

**Jan. 22**

**Active Collective**  
Metropolitan Pavilion  
New York  
Through Jan. 23

**Seattle Market Week**  
Seattle Mart  
Seattle  
Through Jan. 27

**Jan. 25**

**Dallas Men's Show**  
Dallas Market Center  
Dallas  
Through Jan. 27

**Playtime Paris**  
Parc Floral de Paris  
Paris  
Through Jan. 27

**Jan. 26**

**Fashion Market Northern California**  
San Mateo County Event Center  
San Mateo, Calif.  
Through Jan. 28

**There's more**  
on ApparelNews.net.

For calendar details and contact information, visit [ApparelNews.net/events](http://ApparelNews.net/events).

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

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# Radda Golf Tees It Up to Change the Course of the Sport's Lifestyle

By Dorothy Crouch *Managing Editor*

With less than a year under its belt, **Radda Golf** by Jason Fields and Ivan Dominguez is breaking into the performance-apparel segment while also disrupting the culture that surrounds the sport, which has traditionally been reserved for the wealthy. An avid golfer, Fields has been playing since he was a child. Although he is an experienced player, his formative years learning the sport weren't spent at an exclusive country club but at a municipal golf course.

"I grew up in Los Angeles and started playing golf at 10 years old at the **Long Beach Junior Golf Association** at the **Heartwell Golf Course**," Fields said. "I competed in high school and played in a lot of private-country-club environments as I became older, but my golf experience is very diverse."

Eventually, Fields made the move east to New York City, where he established his career in fashion, working with companies including **AG Jeans** and **J.Crew**. During a night out, Fields encountered disbelief from friends who could not picture the tattooed, scruffy-faced fashion retail director as a posh golf type, leading to a discussion regarding the outdated aesthetics of golf apparel.

"One of my friends posed a question: 'I understand golf has a uniform, but why does it have to look like that?'" Fields recalled. "It was something I never really contemplated. That was when I started to look at the market and develop this opportunity."

Fields reached out to longtime friend Ivan Dominguez, who had also enjoyed an extensive career in the fashion industry. Eventually, Fields returned to Southern California, and the duo set out to create a new, more-inclusive approach to golf, starting with apparel but also hoping to change the lifestyle.

"We stand against and in contrast to this antiquated presumption of what a golfer looks like when it comes to the lifestyle they live," Fields said. "We threw around ideas to see if something like Radda Golf would be successful. Did golfers want something new and fresh?"

Though the official launch of Los Angeles-based Radda



RADDAGOLF

Golf took place in July 2019, Fields and Dominguez attended the January 2019 **PGA Merchandise Show** in Orlando, Fla. Interest in the baseball caps, bucket hats, windbreakers, hoodies, updated polos and trousers offered by the primarily direct-to-consumer Radda Golf resonated with the target audience of the under-45-year-old golfer but also with a select group of popular retailers, including **Urban Outfitters**.

"It is difficult to make a seismic shift, but it seems the customers are there and they need to be spoken to in a different way. It's obvious in other markets," Fields explained. "We come from fashion, so we've seen these shifts toward a Millennial, diverse lifestyle."

This shift is not only about clothing but a more-inclusive golf atmosphere. Through their manufacturing connections in China, Fields and Dominguez are able to bypass the minimums that often hinder emerging brands. Through their lower-cost supply chain, the pair is able to offer well-made, performance-level golf apparel at a reasonable price point of \$25 to \$90 to consumers through their site, [raddagolf.com](http://raddagolf.com).

"We didn't want to just offer cotton golf apparel," Fields said. "If I wanted a cotton polo I could have gone to any brand from **Gucci** to **H&M**. For us, we knew we had to be rooted in golf and we had to be rooted in performance. We needed to make sure we weren't a fashion brand, but we had to make sure we were a golf brand with fashionable, fresh aesthetics,

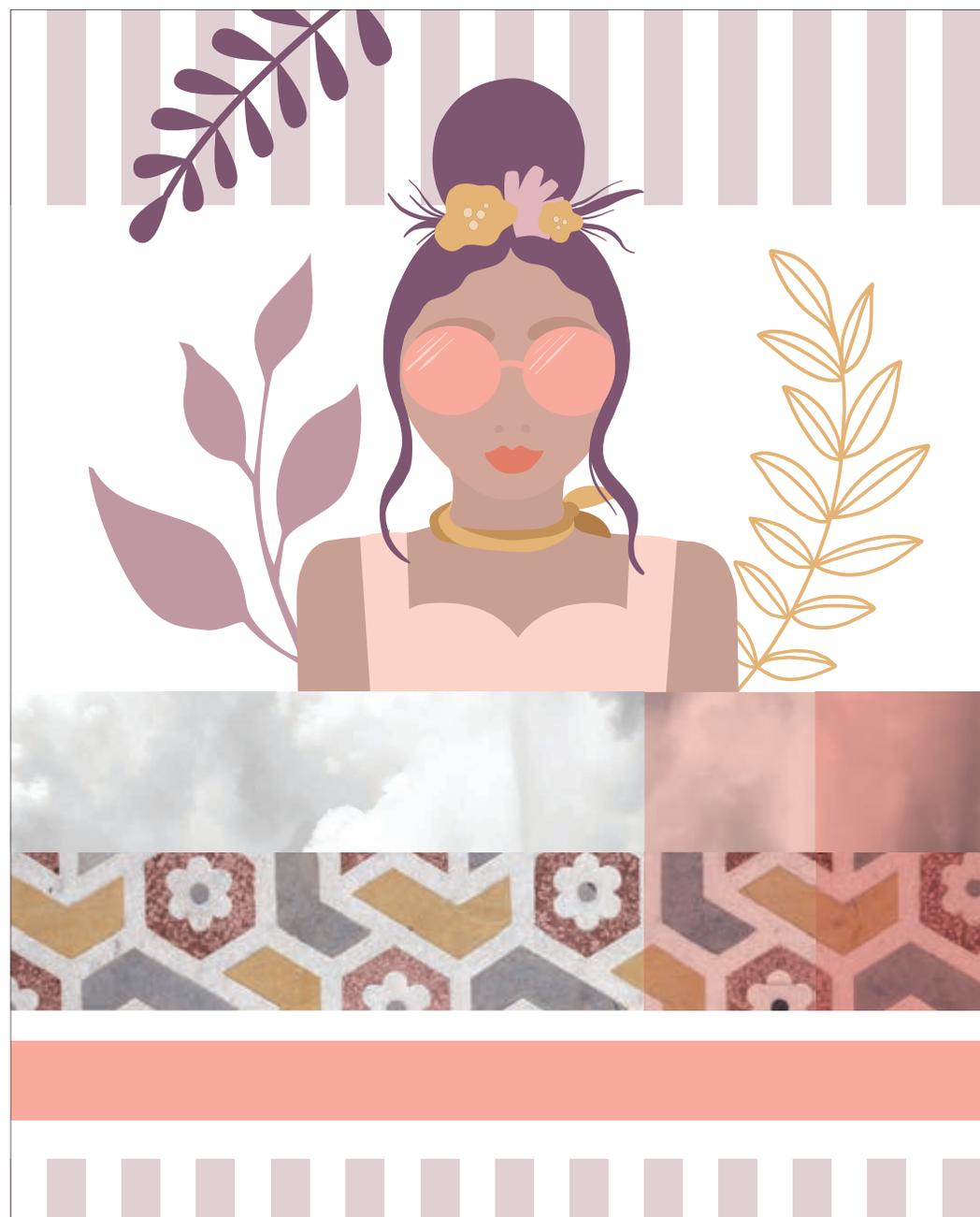
and the technical aspects all had to be there."

In its next collection, which will be released in March, Radda Golf will rely on a colorful palette of bright orange, purple, royal blue, teal and a camouflage pattern. While the clothing speaks to the next-generation golfer, it performs for the sport with moisture-wicking polos comprising Dryfit polyester and water-repellent polyester golf pants.

"These mills have made technical fabrications that wouldn't necessarily be considered athletic wear," Fields explained. "When I worked at J.Crew, we developed a travel suit that had stretch, it was breathable and wicked away sweat. It didn't look like technical fabric, it looked like suiting fabric. For us, the timing was just right in terms of development to find fabric that works on the course."

At Radda Golf, the company is focusing on gaining partners—not only for business but to promote goodwill such as charity events, health, wellness and the camaraderie that can be found when playing the game.

"We stand for something greater than the game of golf. I come from a municipal-golf background. I am from South Los Angeles. I don't come from money," Fields said. "The way golfers look, it seems to be for a rich, older man with a country-club budget. How can we break from these antiquated associations to allow potentially new golfers to pick up a golf club?" ●



## Jump Into 2020

Join 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.

**NEW DATE PATTERN January Atlanta Apparel**

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

Register Today:  
[AmericasMart.com/JanuaryApparel](http://AmericasMart.com/JanuaryApparel)

### Future 2020 Dates

#### 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

#### August Atlanta Apparel

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

#### October Atlanta Apparel

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

Atlanta Apparel  
at AmericasMart

Dates are subject to change.  
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Let's Be Friends



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# Economy Healthy Amid Mixed Holiday 2019 Retail-Sales Results

By Andrew Asch Retail Editor

Sales for the 2019 holiday season were robust, and U.S. retailers made \$730.2 billion—an increase of 4.1 percent over the 2018 holiday, according to the **National Retail Federation**, America's largest retail trade group. The results met the high end of the organization's forecast for holiday business, which ranged from 3.8 percent to 4.2 percent, said Matthew Shay, the NRF's president and chief executive officer.

"This is a strong finish to the holiday season, and we think it's a positive indicator of what is ahead," he said.

Holiday 2019 results are still coming in, and there has been a wide range of opinion regarding how American retail performed during the season and how it will affect the 2020 economy. Economists and forecasters predict that the U.S. and California economies will continue to perform well. However, employment declined in apparel manufacturing in California and Los Angeles County, a center of the industry, in 2019. In the state, employment in the apparel-manufacturing field declined from 34,700 jobs in January 2019 to 32,200 in November. In Los Angeles County, about 1,700 apparel manufacturing jobs disappeared by November, according to the state of California's **Employment Development Department**.

Raymond Sfeir, an economics professor at **Chapman University** in Orange, Calif., said that employment in the state's fashion manufacturing will probably continue to be hampered by tough competition from overseas manufacturers. The jobs picture in the state's apparel-manufacturing segment differs from the national picture, where unemployment rates stand at 3.5 percent, an historic low.

**The NPD Group**, an influential market-research company, said that holiday sales were basically flat. In a Jan. 14 statement, NPD's weekly point-of-sale results found that retail sales did manage an uptick of 0.2 percent. Sales were deflated by retailers making big promotions before the season started, Marshal Cohen, NPD's chief industry analyst, said. Many consumers bought a significant amount of holiday gifts before the season started.

Los Angeles County											
Industry Title	Jan 2019	Feb 2019	Mar 2019	Apr 2019	May 2019	Jun 2019	Jul 2019	Aug 2019	Sep 2019	Oct 2019	Nov 2019
Textile Mills Manufacturing	4,300	4,300	4,300	4,200	4,200	4,200	4,200	4,200	4,200	4,100	4,100
Apparel Manufacturing	25,700	25,700	25,900	25,700	25,500	25,300	24,900	24,800	24,500	24,200	24,000

State of California											
Industry Title	Jan 2019	Feb 2019	Mar 2019	Apr 2019	May 2019	Jun 2019	Jul 2019	Aug 2019	Sep 2019	Oct 2019	Nov 2019
Textile Mills Manufacturing	5,900	5,900	5,900	5,800	5,800	5,800	5,800	5,700	5,700	5,600	5,600
Apparel Manufacturing	34,700	34,000	34,600	34,200	34,000	34,300	33,900	34,000	33,600	33,600	32,200

Source: EDD, Current Employment Statistics (CES), not seasonally adjusted  
Completed by: EDD-Labor Market Information Division, January 2020

"Additionally, consumers continue to migrate to more 'intangible' gifting, putting more emphasis on experiences than things and focusing more on how they live than how they look this holiday," Cohen said.

Readings on holiday results can vary because individual organizations evaluate data with different methodologies, said Craig Sherman, the NRF's vice president of government affairs. The NRF finds its data from **U.S. Commerce Department/Census Bureau** data. On Jan. 16, the Census Bureau announced that U.S. retail sales increased 0.3 percent in December.

The 2019 holiday season's business was an improvement over the 2018 holiday season, when NRF forecasts were missed. Holiday 2018 sales grew 2.9 percent, but the NRF had forecasted an increase of 4.3 percent. The trade group assessed financial-market volatility and a government shutdown as reasons for the missed 2018 forecast.

The 2019 holiday season was not easy, said Jeff Van Sinderen, a retail analyst with **B. Riley FBR Inc.** The selling season was six days shorter than the 2018 holiday season. The shorter calendar hurt retailers. "If you have fewer days to shop, it is harder to make up the business," he said. "You have to do that much more sales in the remaining days, and that's hard. You may get a big surge Christmas week and Black Friday Weekend, but are you going to make up for six days of sales that you didn't have?"

Paula Rosenblum of market researchers **RSR Research** said that the full story of the holiday season won't be known until all retailers report their fourth-quarter and year-end earnings. Also, consumers still have not redeemed gift cards given as presents during the holiday. She forecasted that the economy would continue to hum along because the American consumer is spending. "The American consumer remains resilient," she said. "Even though wages are stagnant, there is a comfort with the economy."

Consumer confidence has remained high, said Chapman University's Sfeir, who also serves as the director of the **A. Gary Anderson Center for Economic Research**.

In a survey of consumer confidence in the state of California, as well as Los Angeles and Orange counties, consumer optimism on the economy has remained high, Sfeir said. "The economic situation in California and nationwide is positive. You have low unemployment," he said. "There is more discretionary income. It's why retail did well."

Sfeir forecasted that employment numbers would remain high and the U.S., California and local economies would continue to do well. But success might inhibit growth, he said.

"How do you increase output when you don't have as many people ready to join the labor force and produce?" he asked. "You need more labor to grow, and we don't have this labor. In 2020, we will not be able to create as many jobs as we did in 2019." ●

## NEWS

### Gap Inc.'s 180-Degree Shift Sees Departure of Neil Fiske

San Francisco's **Gap Inc.** released a filing with the United States Securities and Exchange Commission that revealed it will no longer see a split from **Old Navy**. With this announcement, the company also revealed that Neil Fiske, president and chief executive officer of the Gap brand division, would vacate his role. The news follows the November departure of former Gap Inc. President and Chief Executive Officer Art Peck.



"The plan to separate was rooted in our commitment to value creation from our portfolio of iconic brands," Robert Fisher, Gap Inc. interim president and chief executive officer, said in a statement. "While the objectives of the separation remain relevant, our board of directors has concluded that the cost and complexity of splitting into two companies, combined with softer business performance, limited our ability to create appropriate value from separation."

With the changes to the company, the board of directors will search for an interim CEO while Fisher fulfills the responsibilities of the role.

In addition to Fisher temporarily leading the company, additional executive changes will take place. **Banana Republic** president and CEO Mark Breitbard will oversee Gap Inc.'s specialty brands. In addition to Banana Republic, these brands also include **Gap, Athleta, Janie and Jack, Intermix** and **Hill**

**City.** Old Navy's president and CEO, Sonia Syngal, will continue in her role. Executive Vice President and Chief Financial Officer Teri List-Stoll will be tasked with leading corporate operations in finance, supply chain, technology and real estate. Gap Inc.'s executive vice president of global general counsel, corporate secretary and chief compliance officer, Julie Gruber, will now manage corporate administrative functions including legal, corporate facilities and services, human resources and communications, loss prevention, sustainability, government affairs, and foundation.

"The work we've done to prepare for the spin shone a bright light on operational inefficiencies and areas for improvement," Fisher said. "We have learned a lot and intend to operate Gap Inc. in a more rigorous and transformational manner that empowers our growth brands, Old Navy and Athleta, and appropriately focuses on the profitability of the Banana Republic and Gap brands. Our board is focused on supporting this work and appointing new leadership with the appropriate experience necessary to lead a portfolio of retail brands and to support our transformation efforts."

Fourth-quarter and fiscal-2019 earnings for Gap Inc. will be released on Feb. 27.

—Dorothy Crouch



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## TRADE SHOW REPORT



From left, Doug Works of Board Retailers Association, Coco Tihanyi of Surf Diva and George Leichtweiss of Modern Skate



Roy Turner of Emerald Expositions presents Matt Calvani with a prize for board-shaping contest.



Salty Crew brand booth

## Surf Expo Reports Rally After Canceled September Show

By Andrew Asch Retail Editor

Exhibitors and retailers attending **Surf Expo** from Jan. 8–10 in Orlando, Fla., reported good business despite a number of setbacks for the surf-and-coastal-lifestyle show. Earthquakes in Puerto Rico cut down the sizable delegation of Puerto Rican retailers that typically attend. The January edition was also the first Surf Expo since the show's September 2019 run was canceled when Hurricane Dorian threatened to batter Florida's Atlantic coastline.

It was only the second time in Surf Expo's 42-year history that the show was canceled due to extreme weather. The first was in September 2017, when another hurricane threatened the state, said Roy Turner, a senior vice president of **Emerald Expositions**, which owns Surf Expo.

For the recent show, 1,000 vendors exhibited a giant selection of items ranging from boardshorts and bikinis to surfboards, jewelry and wellness products, Turner said. Booth space was sold out at the 220,000-square-foot hall where Surf Expo does business at Orlando's **Orange County Convention Center**. And despite the setbacks, retailer attendance increased 6 percent over the previous January's show.

While some top surf-and-action-sports brands such as **Quiksilver**, **RVCA**, **Rip Curl** and **Volcom** were no-shows at this Surf Expo, it continues to be a must-attend event, said Bob Abdel, a partner and buyer for the influential surf shop **Jack's Surfboards** in Huntington Beach, Calif.

"It is the only show left for us," Abdel said of his category of core surf shops. "We don't have a surf show in California. We have to travel all the way to Orlando to talk to people about business and put together a plan for the year."

Abel's buying list ranged from surfboards and wetsuits to T-shirts and boardshorts. He reported taking meetings with representatives of some of his store's most popular brands. He also reported making a test order for apparel from **Barracuda**, a fishing brand, headquartered in St. Petersburg, Fla. Jack's also continues to do good business with **Salty Crew**, another fishing-lifestyle label.

**Surf Diva**, a retailer headquartered in La Jolla, Calif., shopped brands and also met with representatives of private-label manufacturers. Surf Diva was looking to build its in-store brands such as its namesake brand, Surf Diva, **American Surf Academy** and **La Jolla Surf Camp**, said Coco Tihanyi, a co-founder of the shop. She also noted some trends that she saw on the trade-show floor.

"Color blocking is trending for this summer. Logos are smaller. Batik prints, sequins and animal prints have been popular," she said. She saw a lot of apparel made from organic cotton colored with organic dyes, as well as materials inspired by other sustainable practices. Also seen on the show floor

were capsule collections produced in the colors of the American flag. These collections will celebrate the USA Surfing team during the **2020 Summer Olympics** in Tokyo. Surf-wear brands anticipate increased business and increased interest due to the Olympics. "It will be a boost. It will bring surfing to televisions everywhere," Tihanyi said.

Other California retailers seen at Surf Expo included **Sun Diego** of San Diego. And a significant number of attendees are located on the eastern seaboard, including **Ron Jon** in Florida and **Coastal Edge** in Virginia Beach, Va. Turner also said there was a delegation from the Caribbean plus Latin America and other overseas retailers. Buyers from **Macy's** also walked the show.

Todd Kellogg exhibited his **Lira** brand, based in Anaheim, Calif. He said that his business at the show benefited from pent-up demand. "It seemed a bit bigger than normal because of the hurricane," he said.

He reported meeting 60 accounts during the show. Lira introduced three new lines. The first was the sustainable line **Recycle or Die**. Lira also introduced a second line called **Lira Essentials**, a 60-piece basics line. The third debut was a 12-piece collaboration line that the label designed with model and skateboarder Hilary Shanks, **Lira x Hilary Shanks**.

Patricia Thornton made her trade-show debut for the Los Angeles-headquartered **Psycho Tuna** label. She and her company, **Ring of Fire**, had intended to introduce the label at the September Surf Expo. However, she felt that the brand did not miss a step in sales. Psycho Tuna exhibited Fall 2020 styles. Also unveiled was the label's Summer season, which was intended to be introduced at the September show.

"It was really busy," she said. "We'd get there at 8:45 a.m. and we'd see lots of buyers." Like any other trade show, this one had peaks and valleys. Traffic was steady the first day. The second day was really busy, the last day was slower, but she reported taking meetings until the show closed.

The recent Surf Expo also marked the first trade show where the new **Hurley** exhibited its new looks. **Nike Inc.** sold Hurley, a leading brand, to the **Bluestar Agency**, a brand-management company, for an undisclosed amount in October. There was a change in guard for the brand, and the executives who led the brand before the sale, including members of the Hurley family, the namesake of the label, were no longer connected with the brand.

The show also represented new opportunities for smaller brands, said Greg Weisman, an attorney at **Ritholz Levy Fields LLP**, who represents many board-sports clients. "The small, independent core brands that used to define the space—and lost it to the larger public company players—now have an opportunity to take market share from the big companies that were not at the show," he said. ●

# Agility in Fashion Is the New Black

By Roxy Starr *Contributing Writer*

As we roared into the 2000s, memories of life before smart phones faded into our internal SD-card storage along with cassette tapes and payphones. We have evolved into a connected society with mobile devices in our hands, seeking authentic experiences and instant gratification. Without knowing it, technology has given us superpowers, taken away our privacy and united us as global citizens. For better or worse, we're married to technology and, in the same way retailers are chasing consumers, technology is chasing users.

Retail and technology are both rapidly changing industries that can learn from each other. Whether it's an application or apparel, these industries that together generate trillions of dollars make products with development processes. In apparel, we call this process sampling. In technology, we call it iterative. Both industries design and develop products where requirements and solutions evolve through collaboration between cross-functional teams. Benchmarking tech and retail can encourage teams to visualize how to adapt the best practices.

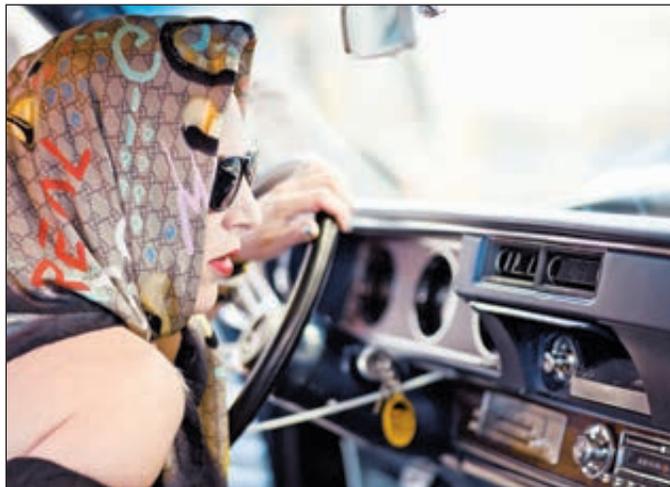
## Next tech steps

Disruption is dead. Over the last decade, the terms "digital disruption" and "digital transformation" have been thrown around like confetti at a New Year's Eve party. From the digital revolution to the technological revolution, we are firmly in an era of accelerated progress. Nobody wants their life, nor their work, disrupted. What we need is discovery, empathy and innovation. The key is to find value and humanity while enjoying the ride.

Word of mouth is world of mouth. Retailers have been hit with a seismic shift regarding the ways in which consumers want to interact with businesses. Forward-thinking retailers are reimagining stores as interactive hubs for technology in an attempt to win back the consumers satisfied with the convenience of receiving Amazon packages within 24 hours while they sit in their pajamas. Connected consumers have differ-

ent reasons to go to stores and rising expectations of price transparency. Technology is playing a leading role in retail, and retailers are relying on it to create authentic connections.

"Fast fashion" may be out, but speed is required to meet consumers' ever-changing needs. Let's be honest, sustainability has been an initiative within apparel for decades but



Roxy Starr

was shelved for profit. With consumers protesting for tangible action, the environment can no longer be a marketing plan. Thanks to social media, over the next decade the apparel industry will be held more accountable to make the change consumers rightfully demand. Part of technology's DNA is uncovering better ways of developing and responding to change over following a plan.

## From speed to agility

Agility is the new speed. We've heard of pause fashion, slow fashion, eco fashion, but sustainability doesn't have to

be slow. It needs to be agile. For decades, software-development teams have built code together in an agile, iterative fashion by implementing various approaches to development where requirements and solutions evolve through the collaborative effort of self-organizing and cross-functional teams. Uniquely, this process includes the customer. The value of agile development is that it enables teams to deliver value faster, with greater quality and predictability, and greater aptitude to respond to change.

Collaboration isn't a choice. The retail industry has been notoriously slow at adopting technology, but during this decade brands and retailers will need to choose individuals and interactions over legacy processes and tools. Trend and transparency will drive consumers to new brands with a commitment to our mother earth. Using donated and upcycled materials, eliminating waste and toxic dyes with minimal water usage, will all become the new "luxury" brands and evolve into the core brands consumers will buy. This will require an accountability and agility throughout the supply chain that would be unimaginable without leveraging technology.

Retail and technology are the new power couple. Both retail and tech have come to realize that experience matters most. Consumers have the power in their pockets to choose brands that align with their core values. As sustainably made products have become more of a consumer expectation than just an industry trend, brands are relying on strong collaborations with their supply chains to make apparel and gear that consumers feel good about purchasing.

As we embark on this journey together as digitally native nomads on a mission to save mother earth, collective action is required. Businesses willing to take an authentic look at agile processes will ensure a positive impact in today's world. ●

*Roxy Starr is the founder of Addlane, a project-sharing technology that streamlines file sharing, editing and messaging. An apparel-industry technology veteran, Starr's career spans nearly 20 years.*

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**USMCA** *Continued from page 1*

war between America and China that has been pressuring the economies of both countries. A fact sheet from the **U.S. Trade Representative's** office said that the trade deal would demand structural reforms in how the Chinese government treats the areas of intellectual property, technology transfer, agriculture, financial services as well as currency exchange. The deal also requires China to significantly increase its purchases of U.S. goods and services in upcoming years.

The USMCA deal will go to President Trump to be signed. But it may take months, perhaps even more than a year, to be enforced, said Elise Shibles, an attorney for **Sandler, Travis & Rosenberg, PA**, which specializes in international trade. While the Mexican government approved USMCA in December, the Canadian government has yet to ratify the deal. The earliest imple-

**Converting from NAFTA to USMCA**

- Each country has its own domestic procedures to enact the new agreement
  - Mexico ratified
  - US passed House & Senate, waiting for President Signature
  - Canada must reintroduce and go through its process
- Each country must notify it has completed its procedures
- Earliest implementation Fall 2020



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mentation date for USMCA is fall 2020.

The U.S. senate vote approving USMCA was 89-10. Sen. Bernie Sanders, who is running for president, voted

against the deal. California senator and former presidential candidate Kamala Harris also voted against the deal. Harris said that she consulted environmental leaders before the vote.

"I have concluded that USMCA's environmental provisions are insufficient, and by not addressing climate change USMCA fails to meet the crises of this moment. Californians know that the climate crisis is already here," Harris said. Diane Feinstein, California's senior senator, voted for the deal.

Retail trade groups unanimously hailed the deal. Matthew Shay, president and chief executive officer of the **National Retail Federation**, said that USMCA would add provisions for a world economy that has greatly changed since NAFTA was passed in 1994.

"This updated agreement will modernize trade among our closest trading partners and pave the way for continued prosperity across the borders of North America as the global economy continues to evolve," Shay said. "This agreement will support the mil-

lions of U.S. jobs that depend on free trade with Canada and Mexico and will ensure the continued availability of affordable everyday necessities for American families."

The Washington, D.C.-based **National Council of Textile Organizations** also considered the vote a step in the right direction, said Kim Glas, NCTO's president and CEO.

"USMCA is a win for the textile industry," Glas said. "The improvements it makes to the North American Free Trade Agreement will only serve to generate more business for domestic producers and create more jobs and investment in the U.S."

The promise of increased jobs and investment is rooted in USMCA's origin rules. 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. 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. It also requires certain elements to originate in North America, such as sewing thread, pocketing fabric, narrow elastic bands and coated fabric.

Many of USMCA's provisions are the same as NAFTA's, but it also features some changes and updates, Shibles said in a Jan. 16 webinar on the treaty's detailed rules. Updates include eliminating the requirement that lining fabric in suits and skirts have to be woven in countries participating in the deal. Exceptions were also made for rayon fabric. If few or no manufacturers make specific fabrics in countries participating in the deal, no requirement will be made to produce the fabric in USMCA territory. Short-supply items include cotton velveteen, Harris tweed, and certain fabrics used in men's and boys' shirts and boxer shorts.

Also scheduled to be changed is documentation required by the exporting parties. In NAFTA, exporting parties had to fill out uniform documents explaining why goods they were exporting needed NAFTA protection and duty-free treatment. USMCA will allow free-form certification. ●

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# Slow-Fashion Approach Supports Sustainable Evolution at Allen Schwartz

By Dorothy Crouch *Managing Editor*

Following the 2017 transition of his company from **ABS by Allen Schwartz** into a simpler, eponymous Allen Schwartz brand, the company's founder continued to focus on remaining true to a core mission of improving fashion by making better garments. This included trusting the design leadership of Bianca Bernal, the company's creative director and designer, who has worked with the company since 2012.

While many brands talk about making fast changes to overhaul their production practices into a more-sustainable brand, Bernal's approach is based on the belief that slower shifts, including remaining abreast of new technologies and deeply examining how they can benefit the planet and brand, are key. Through its textile mills in Japan and Italy, the brand is able to incorporate fabrics that are kinder to the environment.

"We're not a fast-fashion company. We don't produce thousands of units. It's contemporary," Bernal said. "We produce small batches, which means we have to work with mills that do smaller runs of fabrications. It's easier to develop things. They come up with new items, and I am just fascinated that they are available to me."

The company has been committed to ethical practices before sustainability became trendy by manufacturing its pieces in downtown Los Angeles and ensuring its partners provide an ethical workplace environment. This year it is evolving through advancements in apparel manufacturing.

Pieces for the Allen Schwartz brand are available at [allenschwartz.com](http://allenschwartz.com) and through select boutique retailers. Bernal knows they are looking for pieces that look good and will sell well, but she also recognizes an opportunity to educate her customer. Through her designs, she is showcasing the good works the company is performing by allowing customers to experience these types of fabrications for themselves.

"It starts with the fabric, and it's my responsibility to offer [responsible fabrications] because the consumer doesn't know," she said. "The consumer thinks about it and reads about it, but if it isn't available, how can they really know?"

While Bernal is educated through contacts at her mills, she is able to also educate the Allen Schwartz customer regarding its 100 percent recycled poly chiffon and satin fabric created from recycled plastic water bottles.

"Our customer knows what she wants, and she knows what is going on in the environment," Bernal said. "We are just here to offer it and for her to enhance that lifestyle she has in which she is aware of what is going on in the world, and if she can do that through fashion we are happy to be here for her to use our pieces as a tool to express herself."

With a design method that incorporates the knowledge of the Allen Schwartz customer, Bernal blends this with her own, personal approach to fashion to create pieces that are priced at \$150 to \$300 wholesale and sized 0-12 and XS-L. Taking the time to create investment pieces that can be worn for years to come, the designer emphasizes that seemingly simple approaches such as deeply knowing her mill partners and their practices and revisiting the brand's classics from its last 35 years of business

help her to continue a slow approach to fashion.

"We continue to have in every collection our core silhouettes, which we stand behind. I want to design things that are timeless," Bernal said. "It's easy to put bells and whistles on it when you design. It's easier to design crazy things, but there is so much more thought that goes into something that you can wear for a long period of time."

Not only has Allen Schwartz worked with its mills to incorporate more-sustainable materials in its garments, but the brand is also taking extra steps to ensure its legacy is on the right side of history. Packaging for the brand's shipments now includes 100 percent recycled poly bags. In a Jan. 9 post on **Instagram**, the company announced its commitment to donate 100 percent of its profits generated over a 24-hour period to **WIRES Wildlife Rescue** in Australia to aid the fire-stricken region.

"It's the effort and integrity behind it," Bernal explained. "That is what slow fashion is to us." ●



Looks from the Allen Schwartz pre-Fall 2020 collection



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## Northern Spain's Steely Structures Inspire Halston's Pre-Spring 2020

Citing inspiration from a tour of Bilbao, Spain, the **Halston** Pre-Spring 2020 collection yields long lines, satin fabrications and layers that camouflage. Relying on cool tones in slate and navy, this collection pops with hues of rouge, azalea and cobalt. Neutrals in camel and gold afford a classic approach to formal dressing that can be toned down.

The collection relies on structural elements that complement the city's museums, mainly the Frank Gehry-designed **Guggenheim**. In the campaign, models appear fresh faced with barely any makeup, a nod toward the trend of less is more, which is also evident in the garments, whose designs comprise scarf cuts on long, flowing tops and skirts.

Loosely fitted pieces that include gathering, long layers, folds, drapes and gathered details allow the Halston client to enjoy comfortable dressing while remaining on trend with pieces that can become spring- and summer-wardrobe staples for years to come. For this season's Halstonette, appearing chic is accomplished by choosing pieces that translate throughout seasons, across continents and into any social setting a day's adventures might bring.—*Dorothy Crouch*



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Sourcing at MAGIC 2/4-7  
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  
NW Materials Show 2/12-13  
Premiere Vision Sport 2/12-13



## TRADE SHOW REPORT



Vishaka Lama of Showroom Five21



Catherine Gee



Domenca Leibowitz addresses Preface attendees

### L.A. Market *Continued from page 3*

thought many buyers would go to **WWIN**," he said of one of the Las Vegas trade shows, scheduled for Feb. 3-6. "But a lot of buyers are choosing to come to L.A. Market Week."

Shopping together were Guadalupe and Paula Goler of **Goler**, a 36-year-old shoe, fashion and accessories store in Santa Fe, N.M. Paula said that prints and art-inspired looks have been popular with their customers, who look for unique styles.

"It should look like it is one of a kind," said Paula, who has been working in her mother's shop since she was a child.

Volner Bonner, owner of **Lou Ann's Boutique**, was shopping for Spring styles. "I'm seeing a lot of prints and colors," he said of the market. "It's springtime."

Romy Migliazzo of the **Romy M Showroom** thought that the January show was slow. "Ninety percent of the retailers I contacted said that they were going to go to MAGIC," she said. "I did open some new stores. But they made small \$200 to \$300 orders."

### Gerry business relies on appointments

With the year's trade-show season just beginning, the first market of 2020 started a crunch time for Julie and Stuart Marcher. The owners of the **Julie and Stuart Marcher Showroom** at the Gerry Building took appointments for L.A. Market Week.

"Our regulars came," Julie Marcher said. "Business is good when you make appointments." She said that many of her clients were looking for reorders with brands Marcher represents, including **Elliott Lauren**, **Clara Sunwoo**, **Nally & Milly**, the Danish outerwear brand **Etage**, and the Montreal-based rainwear and novelty jackets label **Nikki Jones**.

Retailer Nicole Schnitzlein of the **Lady Jones** boutiques in Denver and Vail, Colo., took in a meeting at the Marcher showroom and said that cool-weather clothing was trending. "I'm seeing a lot of oversize chunky knits and a lot of turtle-necks," she said.

The **Impulse Moda** showroom focuses on red-carpet gowns, such as **Olvi's**, based in Amsterdam, and one-of-a-kind styles from

brands such as **Harari**. Ani Garibyan, a representative of the showroom, also said that the market relied on appointments. "It was quiet. There is not a lot of foot traffic," she said. "People come here to see you."

### Preface launches during L.A. Market Week

Launching its Los Angeles edition at **Astroetic Studios** in downtown, the **Preface** trade show entered the area's market week by affording an intimate, sustainable approach to sourcing. During a presentation by the **Council of Fashion Designers of America's** Domenca Leibowitz, the focus was on trends in sustainability.

"Fast fashion has become a taboo," she explained during the presentation. "The importance of slow fashion is emerging with long-lasting, quality garments instead of cheap, disposable ones."

At the booth for her eponymous vintage-lace studio, Maya Miller showcased an array of pieces that spoke to the investment-quality goods on which brands are focused.

"This is a great show. I love that it is small, intimate and curated really well," she said. "They are offering panels and workshops that are unique."

Attending the show was Betsy Zanjani of the **Famma Group**, which represents different brands such as **Tempted Apparel**, whose owner Janet Schoenholz was also in attendance. The duo was impressed with the event and felt its presence afforded crucial attention to the Los Angeles manufacturing industry.

"This is very focused, and it's not too much," Schoenholz said. "It needs to grow only a little bit more."

With the surge in interest surrounding sustainability within the last six months, Zanjani says she is seeing a lot of attention being placed on not only new ethical brands but a shift toward eco-friendly practices among established companies.

"Coming from the world of fast fashion, what are those people going to do to be different from what we used to be?" Zanjani, who formerly worked at **Forever 21**, asked. "There is no way of sugar coating that. There is no way of packaging it and calling it something different. We need to change it." ●

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## Fashion

### Atlanta Apparel

[www.AmericasMart.com/apparel](http://www.AmericasMart.com/apparel)

**Products and Services:** Atlanta Apparel is the largest apparel market on the East Coast, offering thousands of contemporary and ready-to-wear women's, children's, and accessories lines all together in one location at one time. As the apparel and accessories collection of AmericasMart® Atlanta, it features an expansive—and growing—product mix, including contemporary, ready-to-wear, young contemporary, social occasion, bridal, activewear, resortwear, swim, lingerie, fashion jewelry, fine jewelry, shoes, handbags, and more showcased in permanent showrooms and temporary exhibition booths. Trend-driven juried temporary collections include Premiere (women's premium high-end/contemporary apparel, denim, and accessories) and Resort (high-quality lifestyle apparel and accessories). Atlanta Apparel presents five apparel markets and three specialty markets: World of Prom (prom, pageant, quinceañera, social occasion) each year and Vow | New World of Bridal twice each year.

### Curve

247 W. 30th St 14th Floor  
New York, NY 10001  
(212) 993-8585

[www.curve-losangeles.com](http://www.curve-losangeles.com)

[www.eurovetamericas.com](http://www.eurovetamericas.com)

**Products and Services:** 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. Interfilere, 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.

### Dallas Market Center

[www.dallasmarketcenter.com](http://www.dallasmarketcenter.com)

**Products and Services:** The Dallas Apparel & Accessories Market is held five times each year at the Dallas Market Center. Located in one of the country's fastest-growing regions, the Dallas Market Center brings together thousands of manufacturers and key retailers in an elevated trade-show environment. Featuring 500 permanent showrooms and over 1,000 temporary booths, including expanded contemporary lines and resources, the Dallas Market Center is where inspiration starts. Upcoming events include the January Apparel & Accessories Market (Jan. 14-18, 2020 (Temps Run Jan. 15-18) and the March Apparel & Accessories Market (March 24-27)

### Tee Styled™

[teestyled.com](http://teestyled.com)

**Products and Services:** Premium manufacturer and wholesaler of blank apparel based in Los Angeles. Fabric is made and cut in Tee Styled factories in L.A. Blanks are cut from high-tech automatic cutting technology from Italy to ensure the best fit. We have 4 sewing factories in Baja Mexico. We stock 2+ million units in stock to ship in 24-48 hours. Free delivery in LA & OC area. Visit us @ ISS 2020 Long Beach Show booth# 475.

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[marketing@zsupplyllc.com](mailto:marketing@zsupplyllc.com)

**Products and Services:** Z SUPPLY designs with the modern consumer in mind with the belief that simplicity, comfort, and style should coexist in every closet. Featuring signature plush fabrics, timeless

silhouettes, and versatile style, our collections are everyday essentials that can be worn by everyone. The collection is sold in better boutiques and specialty stores nationwide.

## Finance

### Merchant Financial Group

[www.merchantfinancial.com](http://www.merchantfinancial.com)

**Products and Services:** Merchant Financial Group, located near the garment center in downtown L.A., offers non-recourse factoring, asset-based loans, inventory financing, purchase-order financing, letters of credit, and revolving lines of credit against other tangible assets, such as commercial real estate, trademarks, and royalty income. Our local management team offers quick responses, hands-on personalized service, and the flexibility to meet all our clients' needs. Established in 1985, Merchant Financial Group has become a leader in the industry, satisfying the needs of growing businesses. Merchant services the entire United States, with offices domestically in Los Angeles, Fort Lauderdale, and New York.

## Sustainable

### Asher Fabric Concepts

950 S. Boyle Ave.  
Los Angeles, CA 90023  
(323) 268-1218

Fax: (323) 268-2737

[sales@asherconcepts.com](mailto:sales@asherconcepts.com)

[www.asherconcepts.com](http://www.asherconcepts.com)

**Products and Services:** In 1991, Asher Fabric Concepts, based in Los Angeles, transformed the apparel industry by offering cutting-edge, high quality, "Made in U.S.A." knits for the contemporary fashion, athletic, and yoga markets. Since then, the company has become internationally known for its in-house system of vertically integrated machines that manufacture premium quality, knitted fabrications with and without spandex. Asher Fabric Concepts provides fabric development, knitting, dyeing, and finishing in addition to fabric print design and printing capabilities based on each customer's needs. The company differentiates itself from the competition by offering proprietary textiles and by continually updating and innovating every aspect of textile design and production. After years of working with the best brands in the apparel industry, Asher Fabric Concepts saw a need for quality sublimation printing. Asher Fabrics is thrilled to now offer in-house sublimation printing to their clients. With an in-house design team, new prints are constantly added to its collection, and color stories are updated seasonally.

### KINdom

[info@kindomshop.com](mailto:info@kindomshop.com)

[eveline@emblemshowroom.com](mailto:eveline@emblemshowroom.com)

[kim@mediaplaygroundpr.com](mailto:kim@mediaplaygroundpr.com)

**Products and Services:** KINdom is all about respect for, and harmony between, the environment and human nature. A sustainable brand, KINdom is committed to bringing eco-friendly fashion that focuses on a balance between materials, resources, design, and labor. We offer products using sustainable, natural, reclaimed, recycled, and indigenous materials, such as organic cotton, bamboo, recycled polyester, and handwoven textiles by indigenous artisans. Staying true to the concept of slow fashion, each collection is limited and exclusive, due to the finite materials available. Our mission is to create products with meaning and purpose to protect and benefit the environment and humanity for generations to come

## Tags & Labels

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2545 Yates Ave.  
Commerce, CA 90040  
(323) 415-9770

Fax: (323) 415-9771

[info@progressivelabel.com](mailto:info@progressivelabel.com)

[www.progressivelabel.com](http://www.progressivelabel.com)

**Products and Services:** Progressive Label is dedicated to helping companies develop and showcase their brand identity. From logo labels and hangtags to care/content labels and price tickets, we will develop, produce, and distribute your trim items worldwide. We specialize in producing custom products that will meet your design and merchandising needs. We successfully launched production of RFID price tickets last year. This demand is being greatly driven by the big retailers such as Macy's and Target. Our growth and market dynamics have resulted in opening up a production center in Tijuana, Mexico. We have also added advanced die cutter technology in our Los Angeles production center to streamline our production efforts and to strengthen our packaging capabilities. A very important part of our business is FLASHTRAK, our online ordering system for price tickets, custom products and care labels. Our mission is to deliver high-quality products at competitive prices, wherever they are needed for production. We understand the rush nature of this industry and strive to meet the tight deadlines facing our customers.

## Technology

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[sam@perfectfit.net](mailto:sam@perfectfit.net)

(415) 821-6300

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Fax: (213) 748-3400

[cinerytextiles@aol.com](mailto:cinerytextiles@aol.com)

[www.cinergytextiles.com](http://www.cinergytextiles.com)

**Products and Services:** For over 25 years, Cinergy Textiles has been specializing in stock and order-based programs consisting of hundreds of solid and novelty knits, wovens, and linings. Our product line provides piece goods for all apparel markets, including children's, juniors, contemporary, activewear, uniforms, and special occasions. Our fabrics are imported from Asia and stocked in Los Angeles. We have a one-roll stock minimum. Orders are generally processed on the same day and ship out within one or two business days, depending on the size of the order and availability of the particular style ordered.

### RC International Fabrics Inc.

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Los Angeles, CA 90007  
(213) 200-4957

Fax: (213) 744-0940

[info@rcfab.net](mailto:info@rcfab.net)

[www.rcfab.net](http://www.rcfab.net)

[www.garmentdye fabrics.com](http://www.garmentdye fabrics.com)

**Products and Services:** R.C. International Fabrics, Inc. has been inspiring the fashion industry since 1990. We are an importer and

converter of domestic knit and woven fabrics carrying novelties and basic items such as gauze, voile, lawn, poplin, twill, corduroy, denims, tencel, chambray, rayon, embroidery, linen, and much more. We have solids, yarn dyes, and textures in Stretch and non-stretch. ALL IN STOCK in Los Angeles with low minimums. We also specialize in PFD (Prepared For Garment dye) fabrics and stocking woven fabrics is our niche.

### Tex Line Associates Pte Ltd

73 Bukit Timah Road #01-01, Rex House, Singapore 229832

[www.texline-global.com](http://www.texline-global.com)

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# Z SUPPLY

A studio photograph of four women of diverse ethnicities and hair colors (blonde, brown, black) posing in a minimalist setting. They are all wearing white t-shirts and blue jeans. One woman is standing on the left with her hand in her pocket, another is sitting on the floor in the center, and two others are leaning over her from behind. The background is a plain, light-colored wall.

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