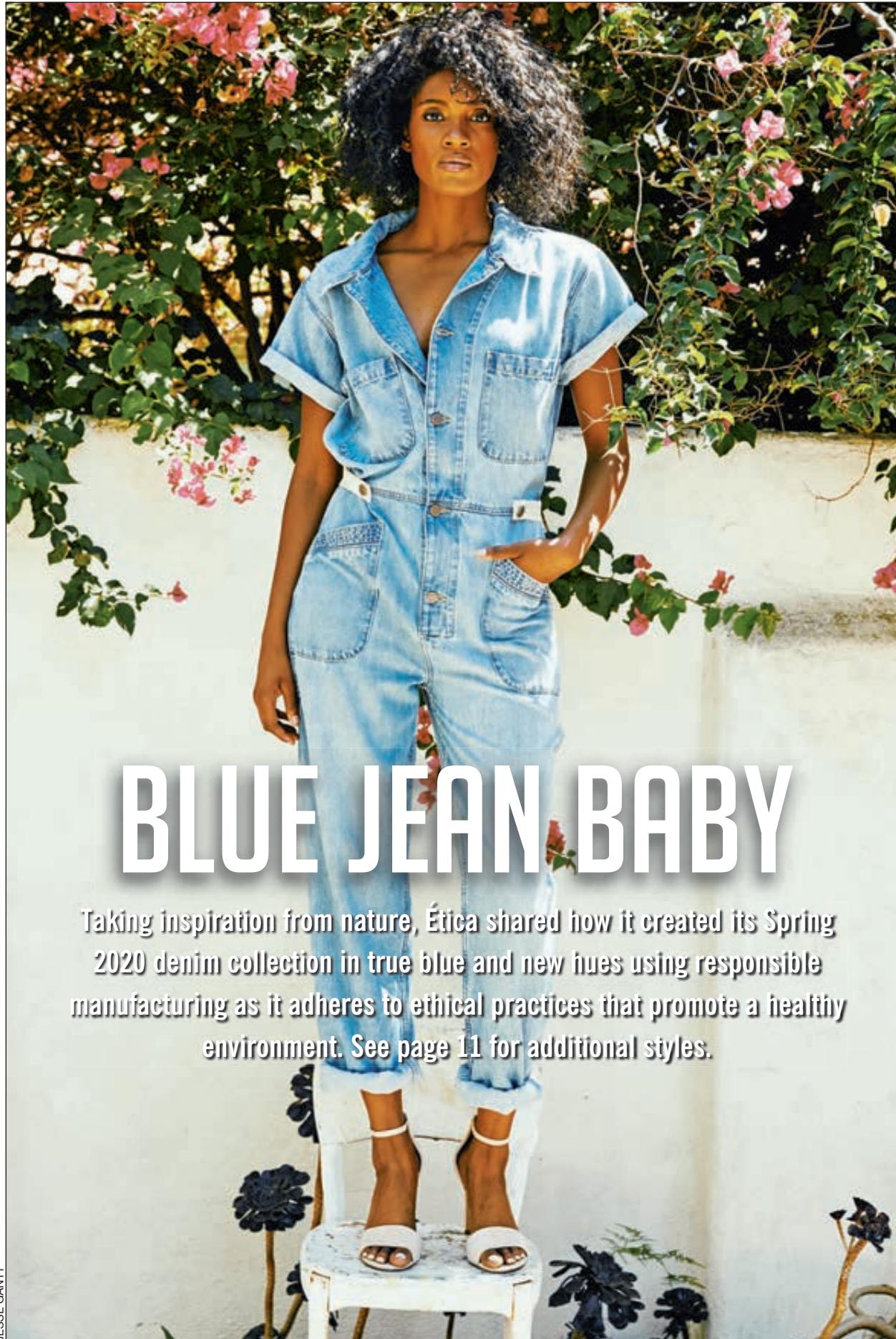


# CALIFORNIA Apparel News

THE VOICE OF THE INDUSTRY FOR 75 YEARS

\$2.99 VOLUME 76, NUMBER 5 JANUARY 31-FEBRUARY 6, 2020



## BLUE JEAN BABY

Taking inspiration from nature, Ética shared how it created its Spring 2020 denim collection in true blue and new hues using responsible manufacturing as it adheres to ethical practices that promote a healthy environment. See page 11 for additional styles.

JESSE GANITT

### RETAIL

## What's Checking Malibu: Haven for Indie Stores

By Andrew Asch *Retail Editor*

During a time when independent, multi-line stores are considered to be playing defense against digital retailers and mono-brand shops, Malibu, Calif., remains a haven for independent boutiques. For more than 30 years, the **Malibu Country Mart** and **Malibu Village** retail destinations have been at the center of this boutique scene, which included pioneering Los Angeles multi-label stores such as **Fred Segal** and **Ron Herman**. In 2009, the boutique-focused **Malibu Lumber Yard** retail center opened adjacent to the Mart and the Village.

Located across the street from the Pacific Ocean, notable for world-famous surf beaches, Malibu also is well known as an enclave for wealthy residents and A-list entertainment figures. It has long attracted local and global travelers, but retailing in the area also presents challenges.

➔ **What's Checking** page 16

### INDUSTRY FOCUS: FINANCE

## Entering 2020: A New Year for New Plans in the Apparel Industry

By Dorothy Crouch *Managing Editor*

Following a great deal of uncertainty as the apparel industry approached the fourth quarter of 2019, businesses entered 2020 with cautious optimism. While the warnings of a recession had turned around, with forecasters revising their predictions for the new year and progress with trade deals including the finalization of the United States–Mexico–Canada Agreement, in addition to advancement toward an agreement with China, additional concerns remained.

Regardless of the outcome, an important presidential election ➔ **Finance** page 6

### INSIDE

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



10



12

Amazon Q4 2019 ... p. 2  
Egeck to leave PSEB ... p. 2  
O2 trade show to launch ... p. 2  
Industry Voices: Fashion ... p. 4  
SeeBiz technology ... p. 12

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

# LOS ANGELES APPAREL

VISION. PASSION. INNOVATION. LIVING WAGES. SUSTAINABILITY. EXPERIENCED WORKERS. QUALITY GARMENTS. ADVANCED MANUFACTURING. CONTRARIAN THINKING. CREATIVE COMMITMENT. NO OFF-SHORING. NO SUBCONTRACTING. IT'S ABOUT IDEAS. THAT'S LOS ANGELES.

The Made in Los Angeles Journey Continues!!! Visit Booth 80831 POOLTRADESHOW 2020



## Egeck Exits PSEB Group

After guiding the **Eddie Bauer** outdoor brand to a merger with surf-and-youth retailer **Pacific Sunwear of California** to form the operating company **PSEB Group**, Mike Egeck will step down as chief executive officer, it was announced Jan. 23. His last day on the job will be Feb. 4, said Neale Attenborough, PSEB chairman.

Jim Gulmi, a PSEB director, will serve as the company's interim CEO until a replacement is confirmed. Attenborough said that Egeck left the company to pursue an opportunity outside of apparel and be geographically closer to his family.

"Mike led the successful transformation of the Eddie Bauer brand, was instrumental in the formation of the PSEB platform, and has assembled best-in-class leadership teams at Eddie Bauer and PacSun," Attenborough said. "We are thrilled that we will continue to benefit

from his insights and expertise as a board member." Attenborough also serves as the operating partner at **Golden Gate Capital**.

Attenborough also said that PSEB's business is sound and that it enjoyed positive same-store sales during its fourth quarter. However, he did not break out those comps.

In 2016, San Francisco-based Golden Gate Capital acquired PacSun, which allowed the Anaheim, Calif.-headquartered retailer to emerge from Chapter 11 bankruptcy. Golden Gate infused \$20 million into the retailer to help get it back on its feet.

Egeck joined Eddie Bauer in 2012 after stints leading **Hurley International**, serving as president of **VF Corporation's North American** outdoor business and leading the sportswear division at **Columbia Sportswear Company**.—*Andrew Asch*

## Forever 21 Auction Potentially Scheduled for Feb. 4

An auction for bankrupt retailer **Forever 21** might be scheduled for as soon as Feb. 4, according to **Bloomberg**. A new owner for the Los Angeles-based fast-fashion retailer might be announced as soon as Feb. 11.

No buyers have been identified, but media reports have identified one potential buyer as Forever 21's landlord, **Simon Property Group**, who also is listed as a creditor in its bankruptcy filing. The real-estate investment trust owns and manages prominent California malls including the **Del Amo Fashion Center** in Torrance, **Fashion Valley** in San Diego and the **Stanford Shopping Center** in Palo Alto. Another potential candidate is the **Authentic Brands Group, LLC**. The New York-headquartered brand-development company made waves in 2019 by acquiring retailer **Barneys New York** in a contentious auction that included a bid from Sam Ben-Avraham, an entrepreneur, retailer and **Liberty Fashion &**

**Lifestyle Fairs** trade-show founder.

Forever 21's bankruptcy has been disorganized, **Bloomberg** reported. In recent weeks, the retailer said that it is short on cash and may be forced to liquidate if it doesn't find a buyer. In the 1990s and first decade of this century, Forever 21 was considered one of fashion's most innovative retailers. But it has been criticized for not getting more involved with e-commerce and not keeping up with changing consumer tastes. The management style of the retailer's founders, Do Won and Jin Sook Chang, also received criticism. They have kept a tight control over the company without consulting equity analysts and a board of directors.

In 2019, Forever 21 closed a number of stores in California including locations in Anaheim, Los Angeles, Pasadena, Ventura, Chico and Newport Beach, according to the State of California Employment Development Department.—*A.A.*

## Amazon Reports Stellar Fourth Quarter

Retail giant **Amazon.com** reported that its net sales increased 21 percent, to \$87.4 billion in the fourth quarter of its 2019 fiscal year, compared with \$72.4 billion in the fourth quarter of its 2018 fiscal year.

For the 2019 fiscal year, net sales increased 20 percent to \$280.5 billion compared with \$232.9 billion in 2018, said Jeff Bezos, Amazon's founder and chief executive officer. In an earnings statement, he said that the retailer's Prime membership is growing and has been a driver of its business.

"More people joined Prime this quarter than ever before, and we now have over 150 million paid Prime members around the world," he said.

Amazon also provided guidance for the first quarter of its 2020 fiscal year. Net sales are expected to grow between 16 percent and 22 percent, to \$69 billion to \$73 billion.

In an earnings statement, Amazon executives mentioned a myriad of businesses ranging from entertainment projects to technology to grocery. Fashion is part of the mix. Amazon expanded categories of its house brand **Goodthreads**, which now offers women's styles. New brands introduced on the site include **Tissot**, **Swatch** and **Vineyard Vines**.—*A.A.*

## O2 to Enter the Trade-Show Space in March

There is a new kid on the Los Angeles trade-show block as event producer **O2 Show LLC** announced the March 9–11 dates when it launches its show at the **California Market Center** in downtown Los Angeles. The event will focus on fashion, accessories, jewelry, beauty, wellness, gifts and home goods that are ethically made from sustainable sources.

"As opposed to established, mainstream trade shows revolving around large-scale manufacturing and big brands, we know that eco-conscious makers and brands may require a slightly different approach. Small is good, quality is greater than quantity, timeless appeal means more than the latest trend, and additional support may be needed," the company said in a statement.

The wholesale event will take place during the March edition of **L.A. Market Week**. Named after oxygen, a basic element that is necessary to protecting life and ensuring survival, the event blends the experiences of trade shows and retail events with a strong foundation in technology that is aimed at connecting brands, retailers and consumers.

Inspired by the G7 Fashion Pact and disasters throughout the world that have negatively impacted the planet's natural wonders, the show will focus on not only providing sustainable, responsibly manufactured goods but also promoting an eco-friendly lifestyle. —*Dorothy Crouch*

## Week in Review


**Diesel** recently announced that it had been taking steps to combat counterfeiting. The Italian premium-denim brand had worked to block and shut down websites that promoted the sale of items counterfeiting its products. In 2019, Diesel penalized 1,244 sites for promoting counterfeit Diesel. On social media, 2,351 URLs dealing in fake Diesel products were found and removed. Also removed were 4,901 fake advertisements, according to a Diesel statement.

**The North Face** outdoor brand recently introduced The Summit Series Advanced Mountain Kit, which it says will bring Alpine athletes and those who scale other mountains to new heights. The kit is described as breathable, packable, warm and lightweight. It offers layering systems that will give mountaineers the freedom to move quickly and efficiently in extreme Alpine conditions, said Scott Mellin, North Face's global general manager of mountain sports. The kit includes proprietary fabric technology such as Cloud Down, which constructs the jacket in such a way that it offers more warmth in a lighter garment. Other new fabrics include FutureFleece, which also is said to increase warmth in jackets, and Futurelight, a breathable, waterproof, membrane-like coating on outerwear. The North Face is a division of **VF Outdoor, LLC**.

**Applied DNA Sciences, Inc.**, recently announced that it was granted a U.S. patent on a product that will help brands trace the man-made cellulosic fiber used in some sustainable clothing, said MeiLin Wan, vice president of textile sales at Applied DNA, headquartered in Stony Brook, N.Y. "With these new patents, together with our linear DNA-based tagging platform, we can offer MMC fiber producers and manufacturers the unparalleled ability to ensure that their brands are real and safe," Wan said.

**Columbia Sportswear Company** announced that Tim Boyle will serve as chairman of the board for the Portland, Ore.-headquartered company. Boyle has led the company as its president and chief executive officer and also bears the distinction of being a lifelong Columbia employee. He is the son of Gert Boyle, the former chairwoman of the company. She might be best known as the face of popular advertisements for Columbia. In November, she passed away at age 95. Andy Bryant, who has recently served as the chairman of the Intel Corporation's board of directors, was also named as lead independent director for Columbia's board.

**Gildan Activewear Inc.** recently was recognized by certifying group CDP for achieving the top ranking in corporate transparency and action on climate change. Gildan recently received an "A" rating from this group and was placed in its leadership level. Gildan has been reporting its environmental performance with CDP since 2008, said Claudia Sandoval, Gildan's vice president of corporate citizenship. "Our business model of owning and operating the facilities that produce the vast majority of our product allows us to have direct control over the manufacturing process and ensure that responsible and sustainable practices are deployed throughout the complete value chain," she said.



**Trinidad 3**  
j e a n s  
MADE IN U.S.A.

TRINIDAD3JEANS

**We will be showing exclusively in the**

**Denim Room Booth 62711 at PROJECT Feb. 5-7, Mandalay Bay Convention Center.**

WWW.TRINIDAD3.COM

VETERAN OWNED COMPANY







Calendar

**Feb. 2**

**Curve New York**  
Javits Center  
New York  
Through Feb. 4

**IFJAG**

Embassy Suites Las Vegas  
Las Vegas  
Through Feb. 5

**Feb. 3**

**OffPrice**  
Sands Expo and Convention Center  
Las Vegas  
Through Feb. 6

**WWIN**

Rio All-Suite Hotel & Casino  
Las Vegas  
Through Feb. 6

**Feb. 4**

**Liberty Fashion Fairs**  
Sands Expo and Convention Center

Las Vegas  
Through Feb. 6

**Footwear Sourcing at MAGIC Sourcing at MAGIC**  
Mandalay Bay Convention Center  
Las Vegas  
Through Feb. 7

**Feb. 5**

**Children's Club FN Platform MAGIC Mens Pooltradeshows Project with Neighborhoods: The Tents, The Foundry, District, MRket, Denim Room, Project Now Project Womens, Stitch @ Project Womens WWDMAGIC**  
Mandalay Bay Convention Center  
Las Vegas  
Through Feb. 7

**Feb. 6**

**Vegas Edge**  
Alexis Park All-Suite Resort  
Convention Center  
Las Vegas  
Through Feb. 7

**New York Fashion Week powered by The Society**  
Broad Street Ballroom  
New York  
Through Feb. 9

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.

**POSTMASTER:** Send address changes to: CALIFORNIA APPAREL NEWS, Customer Service, PO Box 4419, Orlando, FL 32802. **CALIFORNIA APPAREL NEWS** (ISSN 0008-0896) Published by TLM PUBLISHING INC. APPAREL NEWS GROUP Publishers of: *California Apparel News*, *Market Week Magazine*, *New Resources*, *Waterwear*, *New York Apparel News*, *Dallas Apparel News*, *Apparel News South*, *Chicago Apparel News*, *The Apparel News (National)*, *Bridal Apparel News*, *Southwest Images*, *Stylist* and *MAN (Men's Apparel News)*. Properties of TLM PUBLISHING INC., The New Mart, 127 E. Ninth St., Suite 806, Los Angeles, CA 90015. (213) 627-3737. © Copyright 2020 TLM Publishing Inc. All rights reserved. Published weekly except semi-weekly second week of July. Periodicals Postage Paid at Los Angeles, CA, and additional entry offices. The publishers of the paper do not assume responsibility for statements made by their advertisers in business competition. Opinions expressed in signed editorial columns or articles do not necessarily reflect the opinions of the publishers. Subscription rates: U.S.: 1 year, \$89; 2 years, \$140. Foreign: \$180 U.S. funds (1-year subscription only). Single-copy price \$2.99. Send subscription requests to: California Apparel News, Customer Service, PO Box 4419, Orlando, FL 32802 or visit [www.apparelnews.net](http://www.apparelnews.net). For customer service, call (866) 207-1448.

# Improving Your Chances for 'Project Runway' Success

By Nick Verreos *Contributing Writer*

Back in 2005, when I applied for the second season of "Project Runway," I would never have imagined the crazy ride on which the show would take me. I was a working designer, co-running my line, **Nikolaki**, with my partner, David Paul, as well as having a part-time job as an instructor at the **Fashion Institute of Design & Merchandising**.

Somehow, in my naiveté, I figured I could add something else to my already full plate. "Project Runway" had only gone through its first season, but word was spreading and I saw it as a chance to further my fashion-design career while elevating our business to the highest level. I went to the castings and received a "You're in!" from Tim Gunn.

Since then, I have been a casting judge for more than 15 seasons, traversing the country looking for the most-talented designers in every city. Recently, I was asked to come aboard the new-and-improved "Project Runway" as a consulting producer.

In this new role, I have been tasked with a wide range of assignments. My job is to be the fashion voice for the show. One of the most important duties I have involves the casting process. In all of my years of being part of this exercise, I have pocketed some helpful tips for anyone who seeks success on the show.

## Know how to sew

This may seem like the most obvious thing, considering this is a show about *creating clothes*, but season after season I cannot tell you how many prospective designers have shown up to the interview without knowing this basic skill. While I would say that the majority of the applicants we see can sew, there are always some who fall through the cracks. It shocks me still that there are people applying to be on the show who think there is a team of seamstresses in the back room ready to sew all the garments!

## Have some knowledge of draping and patternmaking

This second tip is an extension of the first. Most designers, whether just starting or established, have some knowledge of draping and patternmaking. They might have learned this on their own or through a formal education. To be on "Project Runway," you have to create your designs from scratch, and this involves using a dress form, draping on the dress form, and making the pattern of your design so you can then cut and eventually sew it. These are the basic steps. So, not only do you have to have the mastery of these disciplines but you also need to do all of them fast!

## Get your social-media profile in order

When weeding through the hundreds, if not thousands, of applicants, one of the first steps we take is to review each applicant's social-media presence. Many aspiring designers will send a link to their **Instagram** pages, and it is not a positive sign when we have to scroll to the 20th image in order to see any examples of the applicant's fashions.

Keep your personal Instagram page separate from your business account. Back in the day, many people would send website or blog links, which is still helpful, but a simple Instagram account representing your brand is perfectly acceptable. It should showcase your work—not photos of you in Las Vegas with a margarita in your hand. We don't want to see



Nick Verreos

that side of you. We want to see if you can design and make clothes!

## Test yourself

Try to make a complete outfit, or a dress, in 12 hours—from sourcing fabric to sewing the garment. Most of the show's challenges involve either one or two days, totaling approximately 10 to 14 hours of work. A helpful practice is pretending to complete an actual "Project Runway" challenge in the same amount of time as our contestants using guidelines similar to those established on the show.

## Be prepared to present

When I decided to attend the Los Angeles castings of season two of "Project Runway," all they asked of applicants was to bring three examples of their work plus a portfolio. In addition to the minimum, I also brought a six-foot-tall model who just happened to be a good friend. I was the only person with a model, and it did the trick, allowing me to move to the front of the line. Over years of casting, more aspiring contestants now show up with models. While it is not required, it is helpful, especially if your designs don't have, as we say in the industry, "hanger appeal."

Also, make sure you're prepared to present by practicing in front of friends or family. While many people do not know how to sell themselves or are not comfortable speaking in front of others, this part of the casting interview is important—it tells us who you are and, frankly, if you will be good for television.

## Be genuine, be yourself

Casting professionals have a keen eye and can easily spot real personalities, but they can also recognize those that are fake. If you are nervous, it's okay! If you're confident and self-assured, use it. We want to see the real you. Just be yourself. Viewers love watching the intimate and sometimes gut-wrenching process of clothing creation, but they also want to relate to you.

Lastly, if you are lucky enough to be chosen for the show, be consistent about your designs while competing. Establish your brand and your design aesthetics starting with the first challenge. Who are you as a designer? Are your designs avant-garde, minimalist, extravagant or streetwear? Be consistent throughout the show so the judges begin to recognize who you are as a designer. ●



MAKE YOUR BRANDING SOLUTIONS  
PROGRESSIVE



[WWW.PROGRESSIVELABEL.COM](http://WWW.PROGRESSIVELABEL.COM)  
(323) 415-9770  
LOS ANGELES • MEXICO • HONG KONG

LABELS • HANGTAGS • PATCHES • RFID • HARDWARE • LOOKBOOKS • & MUCH MORE



# She + Sky

## MAGIC | LAS VEGAS

FEBRUARY 5-7, 2020  
Mandalay Bay Convention Center  
Booth 74819

## FAME | NEW YORK

FEBRUARY 11-13, 2020  
Javits Center  
Hall 3E, Booth 5311

## ASD | LAS VEGAS

MARCH 22-25, 2020  
Las Vegas Convention Center  
Booths C4255 & N2563

## DALLAS APPAREL | DALLAS

MARCH 24-27, 2020  
Market Center  
12th Floor, Booth 2406  
15th Floor, Booth 15010

## STYLEMAX | CHICAGO

MARCH 29-31, 2020  
Merchandise Mart  
7th Floor, Booth 6123

### CORPORATE OFFICE

1418 East 18th Street  
Los Angeles, CA 90021  
(323) 262-8001

WWW.SHEANDSKY.COM



@sheandsky





**Finance** *Continued from page 1*

tion in the United States during November 2020 will have an impact on where we go from here. Protests in India and Hong Kong have continued to influence the market, while the United Kingdom's Brexit deal continues to leave unanswered questions. Devastating natural disasters also continue to impact business hubs around the globe, leaving uncertainty and necessitating not only an initial approach to sourcing and supply chain but also alternate plans to quickly pivot if sudden changes threaten the market.

Upon entering 2020, the apparel industry now faces a year filled with opportunities and major decision-making. We asked financial-industry experts with a deep understanding of the apparel market, "When thinking about the end of 2019 and examining the current climate in 2020, what financial forecast would you offer to your clients to help them succeed throughout this year?"

**Darrin Beer, Western Regional Manager, Commercial Services, CIT**

This year could be challenging as a slowing economy could impact the growth prospects for apparel manufacturers. Instead of focusing on topline growth, apparel companies should seek to operate more efficiently by improving productivity in the supply chain and operations while ensuring financial flexibility. The right financing can help manufacturers invest more in product development.

Continued investment in product development should be complemented with a social-media strategy focusing on consumer preferences that promote their beliefs, including social consciousness and sustainability. For today's consumers, apparel goes beyond being just a fashion statement—it's also a statement about values.

Apparel manufacturers should also pay close attention to



Darrin Beer, Western Regional Manager, Commercial Services, CIT



Mark Bienstock, Managing Director, Express Trade Capital



Sydnee Breuer, Executive Vice President, Western Region Manager, Rosenthal & Rosenthal of California



Gino Clark, Executive Vice President, Managing Director, Originations, White Oak Commercial Finance, LLC



Joshua Goodhart, Executive Vice President, National Sales Manager, Merchant Financial Group

evolving news developments. That's not to say they should overreact to every headline, but the twists and turns in business conditions that evolve over the course of a year deserve constant monitoring. Staying informed about business and regulatory trends can help apparel manufacturers better anticipate and respond to market shifts.

**Mark Bienstock, Managing Director, Express Trade Capital**

The unfortunate picture that we see is that retail continues to contract. With fewer stores to sell to, it makes it that much harder for a manufacturer to grow or even sustain its volume. It truly boils down to price, newness and brand awareness in winning the business of the retailer. Inventory management will be critical for the future of apparel. Speculation will put companies out of business. Rotation is what we preach to all of our clients. Apparel inventory is not like fine wine. It does not go up in value. The best course of action for many of the well-established brands is to consider licensing their name to generate an ongoing revenue stream from a wide spectrum of categories.

**Sydnee Breuer, Executive Vice President, Western Region Manager, Rosenthal & Rosenthal of California**

to impact how our clients conduct business, most notably the contract worker versus employee changes in California. Tariffs were a major headline in 2019, and our clients needed to manage their supply chains to be more efficient and cost-effective, including seeking out more-economical resources in other countries.

It is imperative that our clients continue to manage their expenses and inventory levels in order to be profitable and successful in 2020. Product needs to be placed strategically to match consumer demand, be it in physical stores or online. With our expertise and knowledge of the creditworthiness of retail customers, we are able to assist our clients in navigating the minefield.

**Gino Clark, Executive Vice President, Managing Director, Originations, White Oak Commercial Finance, LLC**

Preliminary reports for the 2019 retail industry show that last year encompassed a challenging marketplace complete with many opportunities for ready businesses. In this environment, we noticed that the majority of our successful clients embodied these common traits: expense controls, well-managed inventories, the discipline to pass on long-margin orders or margin accounts, the ability to adapt to consumer demands, and active engagement with industry specialists such as accountants,

2019 was a challenging year overall for the apparel industry, and I would expect more of the same for 2020. The retail environment continues to struggle, with retailers reducing their footprints or going out of business altogether and online retailers still trying to figure out how to be profitable despite increasing market share and popularity.

Now that the election season is in full swing, the political environment is in a constant state of flux. Regulations will continue

# Continental is Now Part of Republic

Together our growth finance solutions support your brand's success.

- Non-Recourse Factoring
- Factoring Line of Credit
- Asset Based Lending
- Seasonal Overadvances

**REPUBLIC**  
BUSINESS CREDIT



**CONTINENTAL**  
BUSINESS CREDIT



866.722.4987 • REPUBLICBC.COM • CONTACT@REPUBLICBC.COM



## INDUSTRY FOCUS: FINANCE

lawyers and lenders or factors as a valuable sounding board.

As we begin 2020, we are encouraging clients to build on their recent successes by reinvesting profits back into their businesses and addressing changes in supply-chain and distribution channels by closely managing their business model. For example, we have a private-label manufacturer that understands the importance of global diversification and has developed the capability to source from multiple global regions to offer a balance between price points and production times to meet specific customer demands.

We believe smart and adaptive decision-making will be essential for our clients' success and that we are the right lender and factor to help them manage through the challenges and capitalize on the opportunities in 2020.

### Joshua Goodhart, Executive Vice President, National Sales Manager, Merchant Financial Group

2019 was certainly an interesting year for the apparel industry. Although the stock market's performance was well above what most analysts expected, the apparel market continued to fight through turbulent times and new challenges. I would say the most prominent obstacles included the tariffs put on foreign-made product as well as the constant struggles of many large chain retailers and bricks-and-mortar outlets. In 2019, we saw the trend of more retailers filing bankruptcy and their financial condition continuing to deteriorate. We saw wholesalers seek other options outside China to produce goods and try to manage expenses. Overall, many wholesalers saw a drop in sales volume due to not wanting to accept a thinner-margin business or a one-solid retailer no longer being creditworthy.

In 2020, I believe we will still see much of the same trends for the traditional wholesale apparel businesses that we saw in 2019. Those wholesalers who have adapted, kept overhead tight and maintained solid relationships with their core retail accounts will continue to financially weather the storm. We will see more and more private-equity money going into growing direct-to-consumer businesses with fun, new products that will create excitement in the market. Companies will look to use more financial resources on more joint collaborations with other brands, celebrities and influencers to try and develop an extra buzz in the market. Manufacturers will continue to search for other resources for production at competitive prices outside of China. We would also urge our clients and other apparel manufacturers to not take any unnecessary financial risks to maximize profits.

I do believe there will be challenges in 2020, but I also believe there will be opportunities. There is a tremendous amount of private-equity money out there as well as M&A opportunities in the apparel sector. If the price is right, these opportunities can be very lucrative in this environment.

### Rob Greenspan, President, Chief Executive, Greenspan Consult, Inc.

2019 was not the easiest year to navigate due to the continued retail issues of store closures, bankruptcies, continuing retail credit issues and of course the effects of Internet sales continuing to pound the retail environment. 2020 will probably be more of the same. Companies need to continue to find ways to grow their topline sales revenues. That will include e-commerce growth as the wholesale side of the business is becoming more difficult to find, develop and grow new customers.

Managing production through the tariff issues was a real problem during 2019. Many companies have been successful in finding new sources of production in non-tariff countries. Continuing to find new avenues for quality production should be a focus for apparel companies during 2020 as we still don't know how



Rob Greenspan, President, Chief Executive, Greenspan Consult, Inc.



Kee Hyung Kim, CEO, Finance One, Inc.

and when the trade deals will be concluded.

As always, companies need to keep a high level of liquidity in their businesses. You need to make sure you can survive on your cash flow without having to go to your lender for continuous over-advances. Work on improving profitability by managing gross profit margins and overhead and of course keeping inventory at the proper levels and turnover rates.

### Kee Hyun Kim, Chief Executive Officer, Finance One, Inc.

The U.S. economy expanded at a healthy rate in 2019 despite fears of a looming recession. A steady growth is expected to continue in 2020 with a low unemployment rate and relatively high consumer confidence. But there are numerous uncertainties that can have significant impact on our economy.

Domestically, the outcome of the 2020 presidential election and the ongoing negotiation of the trade agreement with China add layers of unpredictability. Brexit, the continued protests in Hong Kong and the spread of coronavirus are some of the global factors that can impact the U.S. economy. On top of those economic uncertainties, troubles within the apparel industry are expected to continue. The increasing cost of doing business and declining numbers of retail stores are expected to persist throughout the year.

Opportunities exist even amid an industry-wide slump and economic uncertainties. Sustainable fashion continues to be one of the main interests among young consumers. Companies first to adapt and act on changes in consumer behavior will have a better chance to succeed. The proliferation of e-commerce has caused retailers to opt for drop-ship orders. Vendors who can effectively manage the inventory and provide service to the consumer should be able to increase business volume in 2020.

### Sunnie S. Kim, President, CEO, Hana Financial, Inc.

Although our firm does not provide specific economic advice, we feel 2020 will be another year filled with uncertainty for retail apparel. Consumer behavior is still shifting, the possibility of a recession looms on the horizon, and international-trade conflicts are not yet fully resolved.

In such a climate, firms should prioritize investing in automation and technology and more carefully managing expenses to build reserves for future growth.

### Robert Meyers, President, Republic Business Credit, LLC

Republic's advice remains pretty consistent every year. The only certain thing in business these days seems to be its consistent uncertainty. 2020 seems to have it all for apparel manufacture to worry about, elections, travel restrictions, tariffs, trade wars, new supply chains and elongated Chinese New Year to kick it all off. Republic's advice remains rather simple, you need to have flexibility in your business wherever possible. Businesses should strive for a diverse customer base, robust ecommerce platform, higher mar-

➔ Finance page 8



WHITE OAK  
COMMERCIAL FINANCE



## Working Capital Solutions Tailored for Your Business

NEW YORK

Bob Grbic  
rgrbic@whiteoakcf.com  
212.887.7902

LOS ANGELES

Gino Clark  
gclark@whiteoakcf.com  
213.226.5350

CHARLOTTE

David Montiel  
dmontiel@whiteoakcf.com  
(704) 248-5748

www.whiteoakcf.com

## Superior credit protection, unparalleled industry insight.



QUICK RESPONSE TIME



DEDICATED FASHION INDUSTRY EXPERIENCE



INCREASED CREDIT COVERAGE

For over 75 years, Milberg Factors has been delivering factoring solutions to our satisfied clients. As one of the largest factoring and commercial finance companies in the United States, we're a top choice for the fashion industry — because we understand your business. As a Milberg client, you can rest easy knowing that you'll get the credit protection you need, when you need it.

For more information, contact Dave Reza at (818) 649-8662.



Milberg Factors, Inc.

CALIFORNIA | NEW YORK | NORTH CAROLINA

WWW.MILBERGFACTORS.COM

FACTORING SERVICES

COMMERCIAL FINANCE

TRADE FINANCE

SERVICES TO BANKS



**Finance** *Continued from page 7*

gins, retain profits, less inventory on hand and reduce their overheads wherever possible. While all of that isn't easy, it provides a pathway for your business to absorb the uncertainty. The biggest struggles we see involve apparel companies that are cash tight and keep more inventory on hand than necessary. Cash remains king during these types of cycles and uncertain times. Make sure that you have discussed your business projections with your accountant and factor so they are prepared to support your success in the upcoming years.



Sunnie Kim, President, CEO, Hana Financial, Inc.



Robert Meyers, President, Republic Business Credit, LLC



Kevin Sullivan, Senior Vice President, Regional Credit Manager, Commercial Services Group, Wells Fargo Capital Finance



Ken Wengrod, Co-founder, President, FTC Commercial Corp.

**Kevin Sullivan, Senior Vice President, Regional Credit Manager, Commercial Services Group, Wells Fargo Capital Finance**

It's important to remember that, despite some of the issues that continue to plague the retail bricks-and-mortar segment, the

economy remains pretty strong. Unemployment continues to run at around 3.5 percent, which is about as low as the unemployment rate gets. We're seeing around a 2.0 percent GDP growth rate, which also remains pretty solid. While business spending

slowed a little toward the end of last year due to the uncertainty surrounding the tariff situation, spending should improve as that uncertainty begins to lift. Interest rates should remain reasonably low as the Fed is basically in a holding pattern on rates.

While consumer spending should remain strong in 2020, the key for apparel companies continues to lie in their ability to capture consumer dollars relative to purchases of other goods and services. The companies that continue to thrive have been able to diversify their customer bases, whether through acquisitions, adding new product categories or licenses, or venturing out into new distribution channels. Direct-to-consumer models will continue to impact apparel, and the ability to either develop company-owned DTC models or find new customers in the space will remain an important part of maintaining or growing topline revenues in 2020.

**Ken Wengrod, Co-founder, President, FTC Commercial Corp.**

2020 will be an excellent year for apparel manufacturers who

understand how to deal with volatility and mitigating market risks. I believe the U.S. economy will remain robust, with strong consumer confidence, and, with the trade barriers behind us, today's apparel manufacturers will need to heavily compete to attract consumer dollars for their merchandise.

First and foremost, apparel manufacturers need to have the right merchandise for their specific consumers. They need to define their DNA and stay true to their core beliefs. Old business models and strategies need to be discarded and replaced with strategies that stress new technologies, including a strong emphasis on digital, sustainability and diversity. Pressure to employ new technology will be evident. Small to medium enterprises, on the surface, will be at a disadvantage to larger players who have the funds for R&D and acquire the "right platforms." SMEs need to run lean operations with low overhead so they can employ the necessary technology to effectively compete in this new environment. Building financial flexibility should remain their focus by maximizing gross margins, low overhead and not chasing sales.

Manufacturers need to develop a platform and marketplace that consists of a multi-channel distribution network, bricks-and-mortar, social media and on-line sales. These are key opportunities to maximize the exposure of their merchandise.

In 2020, today's consumers, Millennials and Gen Zers are expecting manufacturers to walk the talk on sustainability. Manufacturers will need to develop a strategic plan to define their life's purpose and how they are addressing sustainability, diversity and their supply chain. Once the consumers feel confident knowing the manufacturers are transparent in these areas and have a positive experience visiting the manufacturer's marketplace, the consumers will be inclined to spend.

Also, building export sales should be a primary focus in this coming year. Ninety-five percent of the potential market is outside of our boundaries. Europeans and Asians are still craving U.S.-designed merchandise, especially the SoCal lifestyle. The essence in 2020 will be for apparel makers to be able to be agile so they can move quickly and maintain their resolve for all challenges. ●



WORKING CAPITAL SOLUTIONS FOR INNOVATIVE BUSINESSES.

We're committed to amplifying the growth of your business with our forward-thinking financing services. Get in touch with Merchant today to talk about how we can help you set sail to your dream business.

MERCHANT FINANCIAL GROUP

NEW YORK

Ph. (212) 840-7575

LOS ANGELES

Ph. (213) 347-0101

MIAMI

Ph. (954) 440-1453

MERCHANTFINANCIAL.COM



# New Faces at Z Supply as Company Is on the Move and Expanding Its Reach

Known for its simple essentials in the womenswear category, **Z Supply** recently announced a number of changes as the company expands. The formerly Irvine, Calif.-headquartered brand recently moved into a new 25,000-square-foot office space in Costa Mesa, Calif. With this move, the company gains more than 5,000 additional square feet.

In addition to its namesake brand, 7-year-old Z Supply includes a roster of brands that includes **Rag Poets**, **White Crow** and **Others Follow**. Under its Z Supply brand, the company will expand its Z Supply Lounge collection, which will include fresh prints and silhouettes in addition to accessories including sleep masks, socks and bags.

The company will also expand into the specialty lines Z Supply Girls, targeting ages 7–14, and Z Supply Black, which adds day-to-night offerings to the brand that is known for its comfortable, essential pieces. Using the Las Vegas shows to unveil the Fall 2020 collections for these labels, Z Supply will introduce pieces during **Project Women's**, which will be held Feb. 5–7.

Recently appointed Z Supply president Mandy Fry—who formally joined the company in October after providing consulting services to the brand for six months—looks forward to this expansion and continued growth.

“Our brands’ identities are serving as the compass leading Z Supply in a direction of continued growth and expansion this year,” Fry said in a statement. “They are bursting at the seams with fresh designs and creative direction across several categories that are sure to catch the attention of our loyal customers and extend our reach into new accounts as well.”

In addition to an expanded space and fresh collections, Z Supply had announced new hires across departments. Named to the chief financial officer and chief operations officer position, **BB Dakota** alum Ann Fong joined the team earlier in January. In August 2019, Stacy Voisard was hired as design director, following her work as creative director for **P.J. Salvage**.

As the co-founder of **Amuse Society**, Fry sought talent from her former team when making important talent-sourcing decisions. After fulfilling roles at **Vitamin A** and Amuse Society, Kelly Santos was named Z Supply’s digital marketing director in October 2019.

“We are excited to have such an amazing pool of talent join the team,” Fry said. “We are focusing on hiring top talent to assist in our strategic growth.”

Another Amuse Society alum, Kristy Michaels, will now work with the team as design director of White Crow, an appointment made earlier this month. Additional appointments were made to the company’s design, production, e-commerce and data-analysis departments.

“Z Supply is ascending to new heights with incredible talent joining our already stellar team and an office space that is sure to inspire and accommodate our future growth,” Fry said. “Some of Z Supply’s biggest goals this year included continuing to elevate our existing brands through design and marketing, cultivating brand partnerships, and identifying and capitalizing on new opportunities in the market. We are excited to get moving this year.”

—Dorothy Crouch



Ann Fong



Kristy Michaels



Kelly Santos



Stacy Voisard



CRYSTAL  
THE RIGHT WAY TO CUT

Crystal by  
bierrebi International  
8725 NW 18th Terrace, Suite 304,  
Doral, FL 33172 - USA  
ph. +1 305 456 1082  
info@crystal-cut.it  
[www.crystal-cut.it](http://www.crystal-cut.it)

## Innovation...tailored

Top quality, single-ply automatic cutting for the fashion, automotive and home textiles industries, now available with two innovative features, *Vision* and *Slide Away*.



## Features include:

### *Vision:*

Image management and pattern matching placements (stripes & checks, prints, etc.).

A high resolution camera captures the fabric texture and a latest generation software creates the best placement.

### *Slide Away:*

Automatic unloading system to increase the productivity. In a few seconds, it is possible to start again the cutting process while the operator collects the material just cut.





# 2020 Trends: How to Set Yourself Up for Financial Success in the Year Ahead

By Sydnee Breuer

As the new year gets into full swing, every brand is wondering what's in store for 2020. Will the retail sector face significantly more downsizing this year? Will the international-trade environment stabilize or will businesses continue to feel pinched by burdensome trade tariffs? What effect will the upcoming election ultimately have on the state of the economy? While no one has all the answers, we can expect that the uncertainty that overshadowed 2019 will continue for the foreseeable future. With those unpredictable factors as a backdrop, we've identified a few key trends that will have a big impact on the industry in 2020.

## Balancing E-Commerce and Brick-and-Mortar

We're still seeing a good deal of volatility across the retail sector, especially as traditional brick-and-mortar continues to struggle. While there were perhaps fewer retailers that shuttered their doors in 2019 than in years past, the sheer volume of overall store closures was felt industrywide. The majority of those closures were traditional retailers unable to adapt their business models to meet the demands of today's consumers. And for many, their online sales have simply not been able to make up for the decline in brick-and-mortar traffic.

The opposite has been true for digitally native brands. Last year, we witnessed countless examples of direct-to-consumer brands expanding their offerings into brick-and-mortar, whether through standalone pop-ups or brand boutiques within high-end specialty and department stores. We expect that many more will follow suit in 2020 as wholesale becomes a more attractive option to broaden the customer base. Brands will need a knowledgeable financial partner with deep retail experience that can help manage risky retailer relationships, advise on distribution channels, and, most importantly, collect payments.

## Brands Need to Be Everywhere

It's become more challenging than ever for apparel brands to keep up with customer tastes and demands. Consumer preferences are changing by the day and the brands that can't keep up are finding themselves permanently behind the eight ball. Leveraging data at every touch point, enhancing the shopping experience with innovative tech, and creating memorable experiential offerings have given many brands a leg up on their competitors.

The key to winning over customers in 2020 will be about developing deeper connections with them wherever they are—on their phones, in their homes, even on Instagram. This transformed shopping experience will likely focus more on giving customers tangible opportunities to experience the brand and less on the actual transaction. The toughest challenge for brands will be how to do this well when revenue drops and cash flow is strained. The most successful companies will figure out how to be more efficient, creative, and nimble,

especially when it comes to taking advantage of growth opportunities. Having a factor in place that offers working capital to help grow and run a business while also protecting it from bad debt and chasing payments will be essential in 2020.

## Making Sustainability Profitable

With extreme weather, massive wildfires, and a looming climate crisis capturing headlines every day, it's impossible to ignore the growing trend of sustainability in retail. Brands are practically tripping over one another racing to be the first to market with the latest recycled or organic products or to tout their local production facilities or fair-labor manufacturing practices. As consumers become more aware of how the products they buy are being sourced and manufactured, the pressure is mounting for brands to be as responsible and transparent as possible.

As the *Harvard Business Review* recently reported, however, few consumers who aspire to use sustainable products and services actually follow through with purchases. In a recent survey, 65 percent of respondents said they want to buy purpose-driven brands that advocate sustainability, yet only 26 percent actually do. So, the challenge for brands becomes how to make sustainability appealing for consumers in a way that's affordable—and profitable. Walmart's Made in the USA pledge to source \$250 billion in products by 2023 is a great example of how companies are thinking about this issue.

## Thinking Globally

We've been spoiled in recent years with a robust U.S. economy, but there is still much uncertainty on the horizon, especially surrounding international trade. As a result, supply chains are becoming incredibly complex. As an example, an L.A.-based apparel company might be sourcing products from Vietnam and Italy and selling to retailers on multiple continents. We expect to see a much more diverse supply chain in 2020 as brands rely more heavily on suppliers in places like Bangladesh, India, and South America rather than tying up much-needed capital and resources in places like China.

Doing business globally requires a thorough understanding of international-trade and domestic-manufacturing issues as well as the potential impact both can have on a company's liquidity and bottom line. The right financial partner with expertise in these areas can help brands navigate trade tariffs, supplier prepayment requirements, and other hurdles with more ease and flexibility.

Sydnee Breuer is EVP and Western Region Manager at Rosenthal & Rosenthal, the largest privately held factor and finance company in the United States. For more information, visit [www.rosenthalinc.com](http://www.rosenthalinc.com).



Clothing and handbags by Malena Ruth

# Sourcing From Global Artists, Malena Ruth Empowers Others With Her Brand

By Dorothy Crouch *Managing Editor*

Global inspiration is at the heart of the Mozambique-born, Los Angeles-based designer Malena Ruth. Her eponymous brand has encountered an issue within fashion that she hopes will re-center the appropriation by Western designers into an appreciation for the communities from which they take their inspiration. Now, as she celebrates her 10-year anniversary, Ruth is sharing her story of giving back.

"Major designers, if you dig deep into their collections, you will find traces of Africa. If I recognize a pattern [in a Western collection], I can say, this is inspired by the Bambara people of Malawi, or this is inspired by the Maasai," she said. "My question was always, 'Are these communities benefiting from this? The reality is no, they are not.'"

Through establishing connections with cooperatives in Africa and, now, Guatemala—a major apparel-manufacturing hub—Ruth purchases fabrics from residents of communities that are impoverished but filled with creative potential. She then creates handbags in Boyle Heights and apparel in downtown Los Angeles, showcasing finished pieces via [Instagram @malenaruth](https://www.instagram.com/malenaruth).

"Today, manufacturing in the U.S. is becoming the 'it' thing. Here in L.A. we have so many people who are talented and we can use them to make things," she said. "I want to walk into that factory and feel comfortable. The only way I could do that is making it here, going to the factory, sitting there and knowing it's a good place that I can be proud of."

In addition to purchasing the fabrics outright rather than simply copying the designs, Ruth also contributes an additional 10 percent to 20 percent of her net profit to reinvest in the communities where the artists live. While Ruth loves designing bags and garments, her passion is elevating young girls from communities in countries such as Mozambique, South Africa and Tanzania.

"If they give credit to where their inspiration is coming from, it will not only make them succeed but they will also empower the people from where the inspiration came from," she explained. "This world is intertwined; we are all interconnected in some way. By doing that, they will lend humanity to their own designs."

From Africa, she chooses wovens and embroidered fabrics. Through a cooperative in Mali she is looking forward to sourcing more wovens and is working with artists to create a look that will be more popular in the West. Her Guatemalan fabric is sourced through an organization that assists women in the region who are fleeing domestic violence.

"The nonprofit works with women who

are refugees from domestic violence and gang violence. They were looking for a way to raise funds," she explained. "They sent some samples to me, and I knew I could create something out of it. I use their weaving and create these elegant handbags."

By incorporating the work of these women who are facing dangerous challenges, Ruth can emphasize her point, lending a hand-up rather than a handout. The beautiful work of these women, which has traditionally been either appropriated or simply bought by tourists for much less than they are worth, is now showcased in Ruth's luxury handbags. Her creations couple the fabrics from these communities with Italian leather and hardware.

"How can we take them from begging for your dollar to you wanting to buy their wares?" she said. "In those communities, everything is done by hand."

Retail price points for Ruth's brand range from \$125 for a clutch to travel bags for \$4,500, while garments range from \$95 for a tank top to \$3,600 for a gown. Garment sizing ranges from 4–14 in addition to a big-and-tall line that Ruth designs for women who wear sizes 18–24.

A self-described perfectionist, Ruth recognizes that her work will not only be a reflection of her brand but also her partners abroad who are working toward building a better life. It is the foundation upon which her brand was launched when she started 10 years ago working with mud cloth from Mali, eventually sourcing embroidered fabrics from South Africa.

"It's not just about me. It's about all the makers," she said. "I always think, 'I can do better than that,' so I always have more than one, so I come up with six or seven designs. That is how I started."

In addition to working through her **African Millennium Foundation**, Ruth brings children from places such as Kenya and Tanzania to study in the United States. She is also working to produce Los Angeles-based events to showcase African and Guatemalan creatives. Through this event, she hopes to reinvest in children's education in these communities.

"My vision for the future is to work with different co-ops from around the globe, especially from developing countries, and bring other designers onboard for them to source directly from those communities and have the [artists] benefit from all that we see here in the magazines," she said. "It doesn't take much. They don't need much. If other designers come onboard, we will help elevate a community of girls and send them to school, giving them a chance for a better life." ●





JESSE GANTT

## Ética Brings a Natural Approach to Ecologically Sound, Responsible Practices

Returning to nature's offerings in florals, bark and coffee root for its Spring 2020 inspiration, Los Angeles brand **Ética** relied on a palette of tan, patina and blush when developing its denim for this season. Using these naturally inspired hues, Ética brings a classic approach to trends in blue denim and tie-dye, yielding pieces that remain relevant for the Spring season's fresh styles yet will also serve as investment pieces for years to come. A major focus for the brand's latest campaign also relied on textures found in nature, as images reflect time spent in citrus groves and relaxing outdoors in the sunshine, relishing the splendor afforded by nature.

The ethically made, socially conscious and en-

vironmentally aware women's clothing brand also drew inspiration from its solutions, which help the company adhere to a program of responsible manufacturing. This season, Ética wished to bring attention to the global water-health crisis as it focuses on using cleaner manufacturing techniques to produce its products to reduce the impact on freshwater supplies. Through its work with **Hera Apparel**, Ética engages in practices that require only small amounts of water and eliminate a number of toxic steps that have long been a part of traditional denim production. Water that is used during the process is clean enough to eventually be used in farming.

—Dorothy Crouch



**ASHER**  
fabric concepts  
www.asherconcepts.com  
323-268-1218  
950 S Boyle Avenue  
Los Angeles 90023

**SUSTAINABLE  
FABRICS**

MADE IN THE USA

Visit our showroom for a cross range of styles that are available for sampling and production.



**YELETE**  
LOS ANGELES | NEW YORK

MAGIC

Feb 5-7, 2020  
Booth: 71830

ASD LAS VEGAS

Mar 22-25, 2020  
Booth: C-4231

YELETE

6450 BANDINI BLVD  
COMMERCE, CA 90040

323.201.3770  
SALES@YELETE.COM  
WWW.YELETE.COM



@YELETE

**TECHNOLOGY**

**Startup SeeBiz Wants to Introduce Social CRM**

Nadeem Ballaj has worked on all sides of business, ranging from wholesaling sportswear to managing websites for fashion companies and entrepreneurs. Prior to his latest venture, the Los Angeles-based businessman concluded that a lot of technology designed to improve business might contribute to entrepreneurs losing sales.

All of the communications tools that business owners currently have at their fingertips—phone, email, website and social media—never reach all of the people that an entrepreneur needs to contact in order to introduce new products or to make announcements. When entrepreneurs can't get their messages through, they miss out on sales.

Ballaj said that his new platform, **SeeBiz**, is a new angle in customer-relationship management.

"It's a unique platform," he said. "It's social CRM."

SeeBiz will offer an expansive platform for managing contacts. It also will provide tools for back-office jobs and sales. He described it as a mix of **Facebook**, **Quikbooks** and the e-market **Alibaba.com**.

He is introducing this platform to a wide array of businesses, which includes fashion brands. The fashion business has long been criticized for being slow to adapt to new technology. However, in the past decade, new sales platforms such as **Joor** and **Brand-**

**Boom** have gained popularity in fashion-business circles.

SeeBiz is currently in beta testing. Ballaj anticipates officially releasing it in the spring.

"My goal is to help small businesses eliminate overhead and basically save time and money," he said. Currently, more than 1,500 American businesses, which range from apparel to home goods and herbal medicine, are part of the beta test.

Businesses working on SeeBiz join its network and participate in a platform where they can make business profiles and digital showrooms that exhibit products. Companies also can sell products and make orders for goods in their digital showrooms. With the social-media style platform, they also can use tools such as instant messaging and chat.

On another SeeBiz screen, businesses can work on back-office tasks such as invoicing as well as inventory management. This part of the platform also can assemble sales reports. Eventually, the platform will offer a place to handle shipping.

SeeBiz is a company that runs on the **Amazon** Cloud system. Participation in the SeeBiz social network is free. However, the company will eventually charge fees for hosting back-office tasks such as inventory management, Ballaj said. Businesses will not be charged any fees during a trial period upon joining the platform.—*Andrew Asch*

**NEW RESOURCES**

**New Fashion Duo Starts Funeral Party**

Los Angeles' **Funeral Party** brand has been sold in San Francisco's influential **Stashed** boutique for a few months as well as in a couple of Tokyo-area boutiques such as **Sugata**. But the brand's founders, Jordan Avery and Max Bahramipour, made the official drop of Funeral Party's first collection on Jan. 24 on its direct-to-consumer website, *funeral-party.com*, after the site's design had been polished. They also wanted to wait for an official release until after they placed the brand's clothing on hip-hop artists such as Cousin Stizz and Levi Carter, whom Funeral Party styles during performances and for performers' **Instagram** profiles.

The novice fashion entrepreneurs make the brand in Los Angeles. They hoped to offer a fashion label that would mix elements of streetwear and luxury. They also wanted a name that would make the line stand out.

"It has a dark connotation," Bahramipour said. "But it's celebrating life and mourning. It's a perfect in-between."

Funeral Party's first drop features 18 garments, including sweatpants, T-shirts and hoodies. Graphics are an important part of Funeral Party's first line.

"Graphics are big," Avery said. "I wanted everything to be recognizable."

Big graphics are a way to get noticed and stay on people's radars, Avery said. He developed the graphics with designer AntNoir, who worked on the streetwear brand **Vanity** and also collaborated with the streetwear brand **Black Scale**.

Funeral Party graphics include a skull and crossbones juxtaposed with a large cinematic font spelling out the brand's name. Another graphic features a mock advertisement for "Funeral Party Mortuary Services" that fea-

tures a cartoon of a hot-rod hearse. Another brand graphic features a gothic cathedral and the name of the brand.

Funeral Party's other looks include pull-over and zip-up hoodies that feature high-end **Riri**-brand zippers. The first collection also offers an oversized, boxy Sherpa jacket that will set something of a pattern for the collection. Some of the collection's other items feature fitted silhouettes. The designers wanted fitted and boxy styles to be juxtaposed against each other, Avery said. They also thought that it could present an alternative.

"We were tired of everything being oversized. We wanted some items to be cropped so you could see the layering. The pieces would not be hidden by each other. They would not be lost," Avery said.

The line's other styles include cargo pants, dubbed the Casket cargo, which feature piping on the pant's side pockets utilizing unique colors such as gold on green pants, pink on camel-colored pants and black-velvet piping on black pants.

Retail price points run \$65 for a trucker cap, \$85 for a T-shirt, \$250 for a pullover hoodie, \$325 for a zip-up hoodie, \$550 for pants and \$600 for a Sherpa jacket.

Funeral Party serves as the first fashion venture for the business partners. Avery formerly worked as a hip-hop musician and also ran a company that resold vintage concert shirts, inspiring some of the vintage looks of the Funeral Party line. Bahramipour worked in real estate, where he worked with investor groups to redevelop homes and sell them for a profit.

Next up for the brand is a capsule collection that is scheduled to be released for Summer 2020 and another 18-piece collection scheduled to be released for Fall 2020.—*A.A.*



Funeral Party hoodie

**Designer's Atelier**

Private Label  
Patternmaking  
Grading  
Markers  
Samples

**Any Quantity Production**

fil & needle

1515 Maple Ave. #15 LA. CA. 90015

213 - 926 - 8979

info@filandneedle.com

www.filandneedle.com



# After A Decade, Malibu To Build a Retail Center

By Andrew Asch Retail Editor

Malibu has been taking steps to give a final approval to start construction of **Malibu La Paz Ranch**, a new retail center, it will be one of the only new retail centers to be constructed in Malibu in more than a decade. This project is being developed in a market where only around two new malls have opened in the past 12 months in California.

The Malibu La Paz Ranch project recently passed a significant milestone in a long approval process. The City of Malibu's planning commission approved revised plans for the project on Jan. 21, which has been called La Paz Ranch when undergoing the permitting process. With Jay Luchs, vice chairman of **Newmark Knight Frank**, managing leasing details, an anticipated date for Malibu La Paz to open is May 2022, according to Bryan Gordon, chief executive officer of **Pacific Equity Properties, Inc.**, which is developing the center.

The last boutique retail center constructed in Malibu was the **Malibu Lumber Yard**, a boutique-retail center that opened in 2009. Malibu Lumber Yard is a short walk away from Malibu La Paz Ranch, which is sandwiched between the **Malibu Civic Center** and **Malibu Country Mart**. The mart is an established retail center and the address of high-end boutiques such as **John Varvatos**, **Double RL** and **Alice & Olivia**. All of these developments are located in the city's main government-and-retail hub in Malibu, which is located at the intersection of Pacific Coast Highway and Civic Center Way.

A retail center anchored by a Whole Foods grocery opened in June 2019. This center is located adjacent to the vacant lot where Malibu La Paz is scheduled to be constructed.

Malibu La Paz will feature 42,000-square-feet of office space and 70,000-square-feet of retail space. Malibu La Paz also will feature unique architecture, as well as green space to picnic, lounge and places where kids can play. "There's no real meeting place in Malibu," Gordon said. "We aim to create a place in Malibu where people can hang out. "When people hang out, shopping and dining will happen organically." Gordon anticipates fashion retail playing a role at the center, which is intended to serve Malibu residents and people who work in the area.



A rendering of La Paz Ranch

Retail and offices will be housed in buildings that the developer says are inspired by "coastal rural village" architecture. Buildings will feature natural materials that blend with the surrounding area of mountains and ocean. Malibu La Paz Ranch will feature landscaping that includes plants native to Malibu and the Santa Monica Mountains. The eastern edge of the retail center will feature a multi-use trail for biking, hiking and horseback riding.

The project will offer 519 parking spaces, some of which will be located in an underground parking structure. Parking options will include valet and 33 electric-vehicle charging stations; there will also be space for bicycle storage.

Initially approved by the Malibu City Council in 2008, the Malibu La Paz project's developers were required to complete a lengthy permitting process that included nearly every detail of the plans to be carefully vetted. At the recent planning commission meeting, developers submitted plans that improved pedestrian safety, polished guidelines for the Malibu La Paz garage and relocated the area's retail closer to Civic Center Way. The planning commission also gave a green light for a restaurant to serve breakfast in the morning.

A lengthy permitting process is common, said Larry Kosmont, chairman, president and chief executive officer of **Kosmont Companies**, a real-estate advisory firm that consults

with cities and private-sector developers.

"In many coastal communities, it can take 10 or more years to complete if it has any scale to it," he said. "Coastal communities like things the way they are. Many residents don't want to see more. More is not always good for coastal communities. They're justifiably worried about overdevelopment and as a result there's a natural tension between developers and a city's constituents."

Describing negotiations between developers and residents looking to control development as a "full-contact sport," Kosmont offered a few words of advice. "Bring your pads, your helmet and probably your lawyer," he said.

While the permitting process is arduous, developers can earn a lucrative payday from developing retail centers. The Malibu Lumber Yard developers, Richard Weintraub and business partner Richard Sperber, spent \$25.5 million to develop the two-story, 31,441-square-foot retail center. In 2012, **Glimcher Realty Trust**, a real-estate investment company, acquired the property for \$35.5 million.

In a market where a lot of commercial property has been developed, entrepreneurs seek to redevelop sites. Earlier this month it was announced that a former **Sears** building at the **Westfield Topanga & The Village** mall in Los Angeles' Woodland Hills area would be redeveloped into a shopping and entertainment district. The mall's parent company, **Unibail-Rodamco-Westfield**, will revamp the 160,000-square-foot Sears building for \$250 million, according to media reports.

Mall guru Paco Underhill, an environmental psychologist, author of "Call of the Mall" and chief executive officer of the retail-development consulting firm **Envirosell, Inc.**, said that in the past few years mall developers have been looking to bring nontraditional businesses into malls. These untapped opportunities include residences, schools, groceries and even places of worship.

"When you think of American shopping malls, the most important resource they have is the crumbling parking lot that surrounds the malls," he said. "There are plenty of opportunities to develop something new in sprawling parking lots, perhaps a use that did not fit into a traditional mall." ●

## IS DOMESTIC SOURCING TOP OF MIND?

If so, visit the SEAMS Pavilion of members empowering the Made In America movement

February 4-7, 2020 / Las Vegas, NV / SEAMS - Booth 96408

MANDALAY BAY CONVENTION CENTER

SEAMS SUPPLY CHAIN USA PAVILION



Buhler Quality Yarns  
Booth 96310



Clothier Design Source  
Booth 96411



Contempora Fabrics  
Booth 96409



Minnesota Knitting Mills  
Booth 96308



Source America  
Booth 96412



Turning Point Solutions  
Booth 96312

seams.org



3650 Rogers Road / #302  
Wake Forest, NC 27587  
+1 803.642.1111



## Mexico's Intermoda Expands International Offer

By Ivan Castano *Contributing Writer*

During the 72nd edition of Guadalajara, Mexico's textile-and-apparel sourcing event **Intermoda**—dubbed “Intermoda Fashion and Business”—visitors found clothing, accessories, footwear and, in the women's aisle, a broad assortment of dresses, from wedding to quinceañera collections.

“One of the things about Intermoda is that you can find everything now—and I mean everything,” said Jaime Barba, president and part owner of the biannual Mexico apparel-industry sourcing fair.

He said the event, billed as Mexico's largest of its kind, has grown 50 percent over the past 10 years, with its global-sourcing wing now drawing more than 100 buyers from the United States and nearly 50 from California.

“We have grown to 1,520 stands and 1,000 brands,” Barba said during the four-day event's Jan. 14–17 edition in Mexico's fashion capital.

Barba said California firms—highlighting jeans-wear label **Ranger** as one scouting for denim shirts and **Little Kids Wear** as searching for finished apparel or full-package suppliers—account for the largest buyer delegations visiting the fair, which also boasts showrooms, a new-designers wing and several runway shows.

There was also a strong lingerie presence, dominated by big stands from Colombia's **Leonisa** and **Ann Chery**. Cali-



Alysh booth

fornia visitors often come searching for childrenswear, denim, women's sportswear and specialized imported fabrics. A growing Asian pavilion saw Thailand added to the fold.

Barba said that U.S. buyers, who also came from Texas, Arizona and Illinois, ordered roughly \$1.3 million in product. Meanwhile, he estimated international sourcing contracts for the whole fair totaled \$45 million.

Intermoda comes as Mexico hopes to recover textile and apparel exports to the U.S., which fell 6.4 percent between 2017 and 2018 to hover around \$4 billion as **NAFTA**'s 2.0 rewrite and presidential elections hurt trade.

Top industry lobby **Canaive Yucatán** director Fernando Muñoz forecasted exports could jump 3 percent this year as long as U.S. demand remains relatively firm.

Yucatán is working to diversify its fashion offerings, most notably with the recent purchase of a digital-printing machine to make larger amounts of pricier linen and cotton apparel, Muñoz added. This includes guayaberas, or Cuban-style summer dress shirts that local brands such as **Hábito** and **G.Candila** sell to markets in California and Florida, which Muñoz claimed buy 60 percent of all U.S.-bound Mexican garments.

“We make 100,000 guayaberas monthly, of which 5,000 are exported,” said Muñoz. “We hope to begin exporting at least 5 percent more every year.”

That may be easier said than done, said Emilio Penhos, owner of the outerwear brand **Shyla**, who said that Mexican trademarks face tough challenges planting a flag in the U.S.

“There are many practical and marketing know-how barriers,” he said. “It's very difficult to be recognized in a highly competitive market unless you have a local structure and good partnerships.”

Additionally, Penhos mentioned that greater marketing efforts would benefit the Mexican apparel market.

“Mexican brands have to do a better job at marketing themselves. Everyone knows **Corona** beer, for example, but hardly anyone knows Mexican fashion.”

## In New York, Apparel Sourcing USA and Texworld USA Break Records

Following the New York editions of sibling shows **Apparel Sourcing USA** and **Texworld USA**, the Atlanta-based show producer **Messe Frankfurt North America**—a subsidiary of the Frankfurt, Germany-headquartered **Messe Frankfurt**—reported record attendance for its winter editions. The shows made news because of a greater focus on sustainable practices as the push toward sustainability in the garment industry grows with rising concerns about environmental impacts and social awareness.

“This edition has proved to be one of the most successful to date, with innovation and sustainability initiatives incorporated into every aspect of the exposition,” Jennifer Bacon, show director for fashion and apparel for Messe Frankfurt North America, said in a statement. “We are elated at the level of engagement that we have received from the visitors. The impact of technology on the industry has never been stronger, and we are pleased to be seen as the premiere platform for sourcing and product discovery in the marketplace.”

Hosted at the **Javits Center** Jan. 19–21, the shows reported an increase in attendance of 8 percent, with show floors that boasted nearly sold-out space. Exhibitors that participated traveled to New York from Canada, the United States, Colombia, India, China, Hong Kong, Japan, Thailand and Ukraine. Country pavilions were organized to represent the offerings of Mauritius, Korea, Nepal and Taiwan in addition to a **Lenzing** pavilion that showcased products using Tencel and Lenzing Modal.

“Our show floor has equipped retailers, designers and apparel buyers with the knowledge about new materials, technology and trends to grow their businesses, and the spectacular collection of domestic and international manufacturers is



The New Dimensions by The Donger Group

a compelling reflection of Texworld USA's position in the market,” Bacon said.

Messe Frankfurt North America reported attendees hailing from several regions of the United States, France, Australia, Canada, Japan, Brazil, India, Israel, Mexico, Guatemala, Puerto Rico, Italy, Costa Rica, Argentina, Taiwan, the U.K. and South Africa. According to Melissa Stefania Parra Nuñez of Colombia's **Textiles Lafayette SAS**, the consistent traffic resulted in a welcome issue.

“I was so busy I couldn't even take a break,” she said in a statement. “I've done a lot of business.”

For this edition, Messe Frankfurt North America introduced **FashionInnovate**, a conference during which industry leaders discussed trends and advancements, including blockchain technology, circular tracing and biosynthetic materi-

als. Other educational components included the Innovation Spotlight, a segment that afforded opportunities for guests to experience materials such as smart textiles and engage with providers of fresh options in fiber sourcing that were highlighted during the conference.

As the term “sustainability” continues to reflect an expanding umbrella of progressive initiatives such as ecologically sound manufacturing, closed-loop apparel manufacturing, ethical sourcing and empowerment of developing communities, this edition of the shows provided needed clarity to help attendees make decisions regarding their next steps. Through Textile Talks and the Texworld USA Lenzing seminar series, attendees were able to explore in greater detail topics that included “Women in Textiles,” “Intro into Traceability, Standards & Sustainability” and “Collection the Key to Circularity.”

“The educational series and seminars this past year had a heavy focus on not only how to be sustainable with fabric materials but also as a company—which is a huge focus for **Revolve** in 2020,” Julie Wilensky, fabric research and development manager for Revolve, said in a statement.

A new Texworld USA trend showcase, named The New Dimension, was developed by the New York-headquartered fashion-and-retail-strategy firm **The Donger Group** in order to unveil trends for Spring/Summer 2020 and 2021.

“The inspiration behind The New Dimension is to purposefully rethink the definition of fashion,” Kai Chow, The Donger Group's creative director, said in a statement. “Here, fashion meets sustainability and durability, traditional compliments high-tech and form marries function with long-lasting styles taking on seasonless and multipurpose qualities.”

—Dorothy Crouch

## The Fabric Shows by DG Expo Showcase Textile Options at Lower Minimums

Show producer **DG Expo** unveiled its latest edition of the **New York Fabric Show** Jan. 20–21 at **The Metropolitan Pavilion** located in Manhattan's Chelsea neighborhood. The trade show saw buyers from boutique brands in addition to large players including **DKNY**, **Calvin Klein**, **Chico's**, **Disney** and **NBCUniversal**.

“This show was launched in 2012 as a low-minimum sourcing show, primarily for designer brands. What we quickly learned was that everybody needs small quantities sometimes,” Susan Power, producer of the show, said in a statement. “Visitors to our show include some of the most prominent names in our industry. We see many well-known designers on a regular basis. Our exhibitors also welcome startups, realizing that they are potentially future customers!”

Offering fabrics to meet multiple categories including men's, women's, children's, career and uniform, Los Angeles-based **Robert Kaufman** saw requests for its flannel yarn dyes, corduroy collection and ponte knits.

“The DG Expo show was good; over the two days we had more than 80 customers, which is a nice, robust turnout,” said Ron Kaufman, who manages sales for the manufacturing division at his family's nearly 80-year-old company. “We had a lot



New York Fabric Show

of our regular customers and a fair contingent of new customers.”

Mentioning that the show is ideal for the small-to-mid-sized company, Kaufman noticed trends in animal-skin prints, tropicals and florals and also mentioned a growing interest in digital printing from emerging brands.

“We're a big print house. We're starting to offer digital printing on every substrate, and that is a big draw for custom printing

with low minimums both in Los Angeles and overseas,” he said. “That generates a lot of interest from startups who are looking to enter the market with their own proprietary things.”

He also mentioned a few lingering challenges regarding price points, but Kaufman works with his customers to offer the best quality at the most affordable cost.

“Obviously the tariffs have impacted some of our fabrics,” he said. “We try to absorb as much as we can, but there are some things that have to be passed on.”

In this current climate, Kaufman sees an opportunity to connect with the customers who don't require inventory at the level of a large corporation while exhibiting at a show such as DG Expo's events.

“We have customers that supply major retailers and a lot of boutiques. [The show] offers a wide range of fabrics. Suppliers are flexible and cater to their needs,” Kaufman said. “Regardless of the size of the company, a lot of people don't want to be saddled with too much inventory now. Flexibility is a bigger part of this market, even for bigger companies.”

In addition to the January New York show, the Fabric Show will return to the area in July. A new edition of the event will launch in Atlanta during June.—D.C.



B O S S A

F U T U R E

D E N I M

100% SUSTAINABLE DENIM

COMBINING SUSTAINABLE FIBERS  
AND DYEING TECHNIQUES WE CREATE  
**THE DENIM OF THE FUTURE.**

*Bossa*



# RECOVER —

## Eliminate Chargebacks Now!

Retail Chargeback losses for Vendor Compliance, Shortages, Post Audit Claims, etc. can be recovered and eliminated. The key is understanding the EXACT nature of the claim and knowing HOW to work with your Retail partner to work on the solution. We can do that for you.

- FULL/PARTIAL OUTSOURCING
- A/R RECOVERY SERVICES
- EMPLOYEE TRAINING
- DEPARTMENT REVIEW
- BEST PRACTICE INITIATIVES
- CLOSED ITEM REVIEW

Let us help you become more profitable by recovering claims you thought were uncollectable & eliminate claims you thought were unavoidable. The Retail relationships we've built and recoveries we've made in over 33 years in the Accounts Receivable/Chargeback field are invaluable. We can get things done when your staff can't.

Contact us now to discuss how we can help you become more profitable.

**ROBERT PRATHER**  
626-736-3588 / robertprather65@gmail.com



Cash flow problems are  
**SO LAST SEASON**

TRADE FINANCING    CREDIT PROTECTION    COLLECTION  
SHORT-TERM LOANS    FULL SERVICE FACTORING

Custom Solutions to fit your needs — We're here for you!

Los Angeles Office  
Contact: Sean Kim  
Tel: (213) 534-2919  
Finone.com

New York Office  
Contact: Richard Kwon  
Tel: (212) 629-8688  
Finone.com

Shanghai Office  
Contact: Wen Qu  
Tel: 86-21-52037670  
Shcsrs.cn

## RETAIL

### What's Checking *Continued from page 1*

Hundreds of Malibu residents lost homes during the devastating Woolsey Fire of November 2018. Many moved away, and the city's retail suffered, said Fred Levine, co-founder of the **M.Fredric**

boutique. But he also said that business has been recovering nicely, and the Malibu community has supported its shops even through tough times.

"They are loyal customers," he said of the people of Malibu. "They love their community."



M.Fredric exterior



M.Fredric interior

#### M.Fredric

Malibu Country Mart  
23410 Civic Center Way  
[www.mfredric.com/malibu](http://www.mfredric.com/malibu)

For the second time in its 12-year-history, the M.Fredric boutique at the Malibu Country Mart is being remodeled. The 4,200-square-foot space will get new tiles on its floor as well as new lighting and fixtures, said Fred Levine, co-founder of the casual-fashion retailer that is headquartered in Agoura Hills, Calif., which neighbors Malibu.

The Malibu customer is unique and seeks a specific look, Levine said. That customer is looking for casual sweats, high-end terry cloth and fashion. "It's a different feeling at the beach. We have to look for a sweet spot in styles," he said of balancing casual styles and fashion.

Popular styles at M.Fredric include faux-fur coats. Retail price points range from \$100



Aviator Nation

to \$200. One of the brands making these coats is **Dylan**, said Mikayla Giroux, an M.Fredric Malibu salesperson. "They are soft and reasonably priced," she said. "They are cozy when it's been really cold."

A biker-style leather jacket produced by the **Mauritius** brand retails for \$250. Customers like the soft feel of the leather and the price. Similar biker jackets for women are triple the cost of the Mauritius jacket, she said.

Every style in the **Aviator Nation** brand is selling well at

M.Fredric. T-shirts start at \$86, Giroux said. "It's the **Chanel** of athleisure," she said. "It's expensive, but it's super comfortable."

Also popular are T-shirts bearing the logos of rock bands from the 1970s and '80s. **Original Retro Brand** is one of the top-selling brands making this style, which retails for \$48 and up.



Wittmore exterior



Wittmore interior

#### Wittmore

Malibu Village  
3832 Cross Creek Rd.  
[www.shopwittmore.com](http://www.shopwittmore.com)

For the past eight years, Paul C. Witt has run the men's lifestyle store Wittmore on Los Angeles' West Third Street boutique neighborhood and since 2015 a Wittmore shop in downtown Los Angeles' Arts District. In August 2019, Witt opened a third Wittmore location, located in the Malibu Village center.

"I always wanted to do a Westside store, and this is far west!" said Witt, who grew up in the New York City area. The California dream brought him to Malibu. The sun-drenched, ocean-kissed scenery inspired him. A lively boutique scene also convinced him that the surf town would be a good place to take a risk on a new location. Wittmore's neighbors include Fred Segal, **Marine Layer**, **Catch Surf**, **Levi's** as well as independent boutiques **The Alcove** and **Surfing Cowboys**.

The 1,000-square-foot Wittmore Malibu has an airier feel than the urban Wittmore locations. Since it is located across the street from the Pacific Ocean, the shop's ambi-



Alex Crane

ance takes inspiration from the beach.

The personality and the merchandise mix at Wittmore Malibu is still taking shape, Witt said, but apparel with a Malibu point of view has enjoyed popularity. The **Hiro Clark** brand designed a hoodie and a sweatshirt bearing the city's name printed upside down. The hoodies retail for \$154 while the sweatshirt re-

tails for \$144.

The **Alex Crane** brand is manufactured in Commerce, Calif., and it has been selling well at Wittmore. Some of the best-selling items include the button-down Playa shirt. The most popular color is the midnight blue/turquoise-colored Dusk shirt. It retails for \$145. The mid-weight linen top is intended to be worn year-round, Witt said. The brand's chore jacket, the Canvas Moss Kite, retails for \$195 and has also been popular.

Another popular item at Wittmore Malibu has been the **Relwen** brand's military-inspired chino pant. Different categories of the pant range in retail price from \$198 to \$220. "It fits everybody from a 30 waist to a 36 waist," Witt said.



## RETAIL



Zuma Jay exterior



Birdwell



O'Neill

### Zuma Jay

22775 Pacific Coast Hwy.  
<https://www.facebook.com/ZumaJays/>

Zuma Jay is the second-oldest retail business in Malibu, said Jefferson Wagner, president of Zuma Jay Inc. and a two-time mayor of the city. The oldest Malibu retailer is **Malibu Glass & Mirror**, which sells glass windows and doors.

Wagner is a lifelong surfer who, in the 1960s and 1970s, ran with a legendary crowd of beach lovers, which included iconic surfer Miki Dora. In 1968, Wagner opened a surfboard-repair shop. In 1975, he opened a shop on Malibu's Zuma beach, where he sold T-shirts and boardshorts along with surfboards. In 1979,



Zuma Jay top

he moved a few miles south to the shop's current address. Neighbors include the exclusive **Little Beach House**, a private club owned by the **Soho House** members-only clubs.

"It's funny that they have a dirtbag surf shop across the street," he said of the club, which typically serves people who drive stylish, expensive cars. However, Zuma Jay has been popular with that club-going crowd as well as tourists and veteran Malibu surfers.

People are looking for unique shopping experiences. "I'm unique, and they are buying," he said. With deep roots in the Malibu surf scene, people seek to be a part of it.

Zuma Jay sold 13,000 T-shirts, beanies, caps, tank tops and other items bearing the shop's name in 2019.

"T-shirts and wetsuits are keeping us afloat," he said. Among the top-selling items at the shop is the **Diamond T-shirt**, which features a graphic of a diamond with the store's name on it. Retail price points for T-shirts range from \$10 to \$17. The shirts come in 12 different colorways and are made on blanks from the **Gildan** label and soft garment-dyed blanks from the **Comfort Colors** label, headquartered in Paso Robles, Calif.

"The bestseller is a blue-jean blue," Wagner said. "It's an ash-colored blue that flies out of here. It's not black or light gray. People are tired of a black shirt or white shirt. People are ready for a little flair."

Other items that are selling well are the **O'Neill Hyperfreak** boardshorts, which retail for \$50.

"It stretches well and dries well," he said. "It feels nice under a wetsuit. It doesn't get all scrunchy."

Los Angeles County and California State lifeguards drop by Zuma Jay to purchase the 520-style shorts from the **Birdwell Beach Britches** brand. The county lifeguards purchase the red boardshorts, while state lifeguards pick up the yellow style. They retail for \$75.



Sol Angeles



Fred Segal Malibu Village exterior

### Fred Segal

Malibu Village  
3822 Cross Creek Rd.  
[www.fredsegal.com](http://www.fredsegal.com)

Malibu is the hometown of Fred Segal, the founder of the pioneering Fred Segal boutiques. He also ran a Fred Segal location in Malibu from 1975 to 1984. The store returned to Malibu in 2019 when it opened a 4,000-square-foot shop in the former location of the **Malibu Cinemas** in the Malibu Village retail center, said John Frierson, Fred Segal's president.

"We're going back to our roots with the store in Malibu Village, which continues to be a gathering place for the community," Frierson said. "The Malibu location still has the shop-in-shop concept that Fred Segal pioneered where we offer a highly curated collection of menswear, womenswear, active-wear and accessories but has a more playful, seaside style than what can be found at our flagship Sunset store."

LeAnn Sauter, founder and CEO of Maris

Collective, curates the merchandise mix at Fred Segal Malibu. She said that the Malibu location also focuses on the Fred Segal tradition of introducing new designers. "We try to give back to designers," Sauter said. "We get brands that people are interested in learning about and we also revolve in new brands. There's a lot of newness."

Items selling well at the store include sweats from Hollywood, Calif.-headquartered clothing label **Sol Angeles**, which retails for \$118. "It's colorful. It's comfortable and you can find styles for men's, women's and kids. You can shop for the whole family," she said.

Also selling well, embroidered items from artist **C.Bonz** and her self-named line of vintage inspired styles, which ranges from jumpers to sweatsuits. Retail price points range from \$85 to \$795. Men's basics from **Hartel** are selling well. Retail price points range from \$65 to \$220. They speak more to an urban interpretation of Malibu," Sauter said. "It's something with an edge, but not too far outside the box."

# FCI

## FASHION SCHOOL

**SHORT-TERM PROGRAMS**  
Fashion Design  
Menswear Design  
Handbag Design  
Fashion Styling  
Fashion Merchandising  
Shoe Design

**Day & Night Programs Starting Now**

FCI Student  
Karoline Goncalves

[www.fcifashion.com](http://www.fcifashion.com)  
213.688.4936

ARE YOU LOOKING FOR AN APPAREL SUPPLIER IN

# BANGLADESH VIETNAM INDIA

We specialise in apparel production in Bangladesh, Vietnam and India. For the last 28 years, we have been working with large retailers in Europe, the USA & Canada. We are currently exporting over \$200m in goods from Bangladesh alone.

**TEX LINE ASSOCIATES PTE LTD**

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

Texline Associates Pte Ltd- Bangladesh, Vietnam, India and Singapore since 1982.

Photo by Tara Evans on Unsplash

Apparel News Group



Seventy-five years of news, fashion and information

CEO/PUBLISHER  
TERRY MARTINEZ

MANAGING EDITOR  
DOROTHY CROUCH  
RETAIL EDITOR  
ANDREW ASCH  
CONTRIBUTORS  
TIM REGAS  
NICOLE MARTINEZ  
JOHN MCCURRY  
NATALIE ZFAT  
VOLKER CORRELL  
JOHN ECKMIER  
CHRIS MARTIN  
NICK VERREOS  
WEB PRODUCTION  
MORGAN WESSLER

CREATIVE MARKETING DIRECTOR  
LOUISE DAMBERG  
DIRECTOR OF SALES AND MARKETING  
TERRY MARTINEZ  
SENIOR ACCOUNT EXECUTIVE  
AMY VALENCIA  
ACCOUNT EXECUTIVE  
LYNNE KASCH  
BUSINESS DEVELOPMENT  
MOLLY RHODES  
SALES & MARKETING ASSISTANT/  
RECEPTIONIST  
CHLOE HULETT  
ADMINISTRATIVE ASSISTANTS  
CHRIS MARTIN  
RACHEL MARTINEZ  
SALES ASSISTANT  
PENNY ROTHKE-SIMENSKY  
CLASSIFIED ACCOUNT EXECUTIVE  
JEFFERY YOUNGER  
PRODUCTION MANAGER  
KENDALL IN  
FINANCE  
DAVID MARTINEZ

PUBLISHED BY  
TLM PUBLISHING INC.  
APPAREL NEWS GROUP  
Publishers of:  
California Apparel News  
Waterwear  
Decorated

EXECUTIVE OFFICE  
The New Mart  
127 E. Ninth St., Suite 806  
Los Angeles, CA 90015  
(213) 627-3737  
[www.apparelnews.net](http://www.apparelnews.net)  
webmaster@apparelnews.net

PRINTED IN THE U.S.A.



# Resource Guide

## Denim

### BOSSA

Turkey

Contact: Burcu Dalaman Ozek

[bdozek@bossa.com.tr](mailto:bdozek@bossa.com.tr)

Contact: Sule Aksoy Tornaci

[STornaci@bossa.com.tr](mailto:STornaci@bossa.com.tr)

**Products and Services:** Bossa Denim's leading fully integrated fabric manufacturing mill has been actively involved in the protection and preservation of the environment since its startup. We adopted the following procedures aimed at reducing our environmental impact: Sustainable Materials, Energy Efficiency, Water Saving, Process Engineering, Certification, Social Responsibility, Re-Usage, Collaboration, and Co-Creation. Taking a step further, Bossa launched the entirely ecological RESET collection in 2006, which not only uses organic cotton, but utilizes ecological dyes, chemicals, and finishes throughout the entire production. Widening the range, recycled denim fabrics were also added to RESET in 2010. Although the process to convert denim scraps to reusable yarn has a higher cost than using cotton, the cost of sending all these scraps to landfill has a much bigger and irreversible impact on our lives and the ecosystem. Today, Bossa focuses on the different steps in the lifecycle of the product that have a particularly high impact and identifies key changes that need to be made. This whole approach, Bossa Cares, includes every step in the lifecycle both inside and outside the company, from design, to the disposal of the product, and to the design again. Bossa continues to launch valuable projects for different stages of the lifecycle.

### Trinidad3 Jeans

[www.trinidad3.com](http://www.trinidad3.com)

[@trinidad3jeans](mailto:@trinidad3jeans)

[JL@trinidad3.com](mailto:JL@trinidad3.com)

**Products and Services:** Trinidad3 Jean's offers premium denim proudly handcrafted in Los Angeles. Their mission is to power Veterans. Trinidad3 Jeans is showing at the Denim Room, Project Las Vegas, Mandalay Bay Convention Center, Feb. 5-7, Booth #62711

## Fashion

### FCI Fashion School

Joe Farrell

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

(213) 688-4936

**Products and Services:** FCI Fashion School is unique because it is the only fashion school specializing in "short-term" fashion training. During the Fashion Design program, students learn fashion drawing, pattern-making, and sewing. At the program's conclusion, students participate in a fashion show and present their "mini collection" to fashion-industry professionals, family, and friends. FCI's other short-term programs include Fashion Merchandising, Handbag Design, and Fashion Styling. FCI's fashion internship program integrates students in real-world experiences. Students are assigned to a variety of fashion internships

on the first day of their program. They will also work on their internships during L.A. Fashion/Market Week and the Las Vegas trade shows, including MAGIC, Project, and Stitch.

### Los Angeles Apparel

1020 E. 59th Street

Los Angeles, CA 90001

(213) 275-3120

[Info@losangelesapparel.net](mailto:Info@losangelesapparel.net)

[WWW.LOSANGELESAPPAREL.NET](http://WWW.LOSANGELESAPPAREL.NET)

**Products and Services:** Founded by Dov Charney, Los Angeles Apparel is a vertically integrated manufacturer of T-shirts, sweat-shirts, and bodysuits produced in South Central, Los Angeles, operating with over 400 employees in a 10,000-square-foot factory where millions of garments are made. We are proud to be located in Los Angeles where our experienced and dedicated workers earn the highest living wages in the country. Some of our innovations include thicker, heavy jerseys and a durable 14 oz. heavy fleece, all made of 100% US grown cotton. We also have an extensive garment-dye program with over 25 stock colors and can dye to match any color. We use the finest technology that allows us to produce rapidly and expedite turnover rates with quality unmatched by offshore producers of apparel.

### SHE + SKY

(Corporate Office)

1418 E. 18TH Street

Los Angeles, CA 90021

(323) 262-8001

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

**Products and Services:** She + Sky is a women's wholesale apparel company located in the heart of the Fashion District in downtown Los Angeles. Fashion is a visual representation of your personal individuality, and we design our clothes with that in mind. Our line ranges from classic staples to lively pieces, all while reflecting the latest trends. She + Sky values your satisfaction. Our team is dedicated to establishing a strong and long-lasting relationship with our customers and are happy to assist you with any inquiries you may have.

### Yelete

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

<http://yelete.com/>

Los Angeles

(323) 201-3770

New York

(718) 628-8868

**Products and Services:** Established in 2006 in New York City, Yelete Group is the leading apparel importer and wholesaler in the United States. We offer high quality products for men, women, and children, in regular and plus sizes, at the best rates. Our specialties are leggings and jeggings, which we offer in a variety of solid colors, prints, and fabric finishes. We also carry hosiery, skirts, pants, seamless basics, body stockings, socks, and most recently, active wear. Our product success allowed us to branch out to Los Angeles in 2009. Bicoastal offices

make catering to our international customers and our clients across the U.S. very efficient. We serve both wholesale (wholesalers, distributors) and retail (boutiques, franchises) markets and pride ourselves in our excellent customer service.

## Finance

### Deduction Management Services

23411 Summerfield #39D

Aliso Viejo, CA 92656

Contact Robert Prather

(626) 736-3588

[robertprather65@gmail.com](mailto:robertprather65@gmail.com)

**Products and Services:** Deduction Management Services—The most trusted A/R & Deduction Management Company in the Industry. Robert Prather has been helped Apparel companies recover invoices/ deductions, resolve vendor compliance issues, manage/set up departments, train employees and eliminate chargebacks for over 30yrs. Short term projects &/or department outsourcing available. Contingency/ Per Diem Fee arrangements. Feel free to ask your Factor or Accountant about us. Let us look at your 2019 Write Offs at no cost to you. Sometimes we can collect even if valid! Don't leave money on the table and continue the mistakes of the past.

### Finance One, Inc.

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

**Products and Services:** Finance One, Inc. is a commercial finance company specializing in creating unique financial solutions for small to mid-size businesses. We offer full-service factoring and receivable management services at the most competitive rates, all while maintaining premium quality. By offering a wide array of services, our experienced staff assures our clients' assets are secure. We are undaunted by any challenge, and with a 20-year track record of success, there's no doubt as to why our motto is "Win/Win Factoring."

### 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.

### Milberg Factors

David M. Reza, SVP Western Region

[dreza@milfac.com](mailto:dreza@milfac.com)

(818) 649-8662

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

**Products and Services:** Milberg Factors offers a competitive menu of factoring, financing, and receivables-management products for entrepreneurial and middle-market companies with more personalized attention than larger institutional firms. A senior associate of our firm manages every client relationship. Our 80-year track record in the factoring industry assures our clients that they will enjoy a stable relationship supported by a mature and experienced staff.

### Republic Business Credit

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

**Products and Services:** Republic Business Credit is an independently owned commercial finance company headquartered in New Orleans with regional offices in Chicago, Houston, Nashville and Minneapolis. Offering factoring, non-recourse factoring and ABL, with seasonal over-advances, we focus on tailoring finance solutions to fit our clients' needs. At Republic, we are proud of our can-do, flexible attitude and our emphasis on responsiveness.

### Rosenthal & Rosenthal

1370 Broadway,

New York, NY 10018

(212) 356-1400

Fax: (212) 356-0910

West Coast: 21700 Oxnard St., Suite 1880,

Woodland Hills, CA 91367

(818) 914-5904

Fax: (818) 710-7868

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

[sbreuer@rosenthalinc.com](mailto:sbreuer@rosenthalinc.com)

Contact: Sydnee Breuer

**Products and Services:** With over 75 years as an independent, family-owned factoring company with a large focus on the apparel industry, Rosenthal & Rosenthal understands our clients' business and is able to cater to the needs of our clients, including prompt turnaround on requests, flexibility in structure, and a user-friendly state-of-the-art on-line client system. Services include factoring, credit protection, collection, cash application, lending services, and letters of credit. We were established in 1938, and 75 percent of our clients are apparel-related.

### White Oak Commercial Finance

555 West 5th Street, Suite 3380

Los Angeles, CA 90013

Contact: Gino Clark

Phone: (213) 226-5201

Fax: (213) 226-5374

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

**Products and Services:** White Oak Commercial Finance, LLC (WOCF), formerly Capital Business Credit/Capital Factors, is a global financial products and services company providing credit facilities to middle-market companies between \$1 million and \$30 million. WOCF's solutions include asset-based lending, full-service factoring, invoice discounting, supply-chain financing, inventory financing, U.S. import/export financing, trade credit-risk management, account-receivables management, and credit and collections support. WOCF is an affiliate of White Oak Global Advisors, LLC, and its institutional clients. More information can be found at our website.

## Suppliers

### 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.

### Cinergy Textiles Inc.

1422 Griffith Ave.

Los Angeles, CA 90021

(213) 748-4400

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.

### The LYCRA Company

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

**Products and Services:** Since its invention more than sixty years ago, LYCRA® fiber set the standard as the world's best-known elastane fiber brand. Lightweight and nearly invisible, LYCRA® fiber became the active ingredient in our clothes and revolutionized the way we wore them. Whenever it's used in fabrics, LYCRA® fiber transforms garments into better fitting, durable clothes that move with our bodies, delivering fit, shape and comfort that lasts. Day after day. Wash after wash. The LYCRA® brand team is continually developing our portfolio of products to provide lasting performance and support wherever you need it. That's why today you'll find there's a versatile range of LYCRA® fibers inside everything from cycling apparel to swimwear, denim to hosiery, sneakers to suits, haute couture to socks. In 2008, The LYCRA Company created Planet Agenda, a sustainable operating framework that touches every aspect of our business. It's based on the belief that we can contribute to a more sustainable apparel industry by delivering insights, technology, processes, and products that add value while conserving resources. The LYCRA Company Planet Agenda represents a commitment to developing products and technologies that will minimize our environmental footprint, and enhance the performance of our customers' offerings, while safeguarding the health and safety of employees and communities. We execute this commitment by focusing on three interdependent pillars: Corporate Responsibility, Manufacturing Excellence and Product Sustainability. For more information about The LYCRA Company Planet Agenda, please contact your account representative or visit [lycra.com/sustainability](http://lycra.com/sustainability).

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.

### Tex Line Associates Pte Ltd

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

Singapore 229832

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

**Products and Services:** Tex Line Pte Ltd was established in 1982, after which it was rebranded as TEX LINE ASSOCIATES GROUP in 1989 in Singapore. We are well recognized as a one-stop sourcing supply chain and service provider with tested, strong and reliable sourcing capability. Our global presence is firmly supported by offices in 11 countries backed by a service team of 500 dedicated members to provide a sustainable business partnership with each and every business partner. Our service encompasses a solid track record built on commitment of on time delivery, a strict code of conduct on social accountability, designing of collections, fabrics, yarn and accessories development. Our complete supply-chain services includes garment testing, costing and negotiation, global sourcing flexibility, compliance monitoring, quality assurance to export documentation. We strive to meet the challenges of making procurement easier, faster, cost effective and reliable for all our partners.

## Technology

### bierrebi International

8725 NW 18th Terrace, Suite 304

Doral, FL 33172

(305) 456-1082

Fax: (786) 454-4962

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

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

[www.crystal-cut.it](http://www.crystal-cut.it)

**Products and Services:** bierrebi is the premier partner for the automated cutting of fabric for the garment and apparel industries. It designs and manufactures automatic machines that increase manufacturing efficiencies and reduce raw material waste while improving product quality and consistency. The company has been operating globally for more than 50 years. Crystal® is the latest breakthrough in automatic single-ply cutting for high end, prototyping, samples, and small lots. It cares for the environment, with its low power consumption, as it does not require suction for fabric retention. Thanks to an innovative double-blade system, it cuts using pressure without damaging the fibers. Crystal enables quick, high-quality cutting, integrating perfectly with an efficient production line. Contact us for a complimentary consultation.

This listing is provided as a free service to our advertisers. We regret that we cannot be responsible for any errors or omissions within the Resource Guide.



**Cinergy Textiles, Inc.**

**Get Inspired!**

**Hundreds of Stocked Novelty Knits, Wovens, Linings and More!**

**One Roll Minimum.**

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

**Tel: 213-748-4400**

[ramin@cinergytextiles.com](mailto:ramin@cinergytextiles.com)





# PROFESSIONAL SERVICES & RESOURCE SECTION

## ACCOUNTING SERVICES

**HOVIK M. KHALOIAN**  
**CPA**

ACCOUNTING • AUDITING  
TAXATION SERVICES FOR THE APPAREL INDUSTRY

520 N. CENTRAL AVE., SUITE # 650  
GLENDALE, CA 91203

TEL: 818.244.7200

HOVIK@HMKCPA.NET

## PRIVATE LABEL

\*\*\*Small production runs welcome\*\*\*

Competitive Prices | Great Customer Service

### FULL PACKAGE SERVICE

SWIWEAR  FULLY FASHIONED KNITWEAR  ACTIVEWEAR 

**LA Swim/Active Sample Room NOW OPEN!**

Full sample development & production service in China and USA

CONTACT US NOW!

SOVEREIGN SKY INC. | SS@PrivateLabel.com | (626) 327-3344  
Emil@ssprivatelabel.com & Ashley@ssprivatelabel.com

## SEWING MACHINE / SUPPLIES

**ACE SEWING MACHINE INC.**



214 E. 8th St.  
Los Angeles CA 90014  
Tel (213) 622-8345  
Fax (213) 622-0142  
Acesewing.com

- All kinds of sewing machines
- Sewing notions & thread
- Fashion Design Supplies
- Dress forms, rulers, tools
- Pattern & Marking paper
- Safety pins, hook & eyes
- Elastic, velcro, hanger tape
- Cutting room supplies

An affordable advertising platform to secure new clients in the apparel industry.  
Call to confirm that you qualify for these special categories and rates.

Place your services in front of new clients in the apparel industry.  
Your advertising is published in our weekly print newspaper and online at  
[www.apparelnews.net](http://www.apparelnews.net), reaching a nationwide audience.

Distribution includes fashion buildings and trade-show booth drops too.  
• Qualifying business categories have just been added!  
• Call now to see if you qualify and to get rates.

Call now for Professional Services & Resource Section rates at: Terry Martinez (213) 627-3737 x213

# CLASSIFIEDS

[www.classifieds.apparelnews.net](http://www.classifieds.apparelnews.net)

P 213-627-3737 Ext. 280

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

## Jobs Available

### STAFF ACCOUNTANT

- 5+ yrs full cycle Accounting experience
  - Bachelors Degree in Accounting
  - Experience using AIMS and Factoring
- tracey@veniceinvestments.com

### SALESPERSON

Asher fabric concepts  
Looking for pro / motivated fabric Saleperson. Our line includes domestic. Knitted fabric, import woven Prints and sublimation. We increased our production.  
Please send your resume to:  
Asher@asherconcepts.com

## Real Estate

**FOR LEASE**  
**CREATIVE OFFICE SPACE**  
**LA FASHION DISTRICT**  
**213-627-3754**

## Jobs Available

CALIFORNIA  
**ApparelNews**

### NEWSPAPER PRODUCTION ARTIST

The Part-Time Newspaper Production Artist supports the Art and Production department. Work products include the design and production of the weekly newspaper, various flyers, print pieces and publication websites.

- \*\*Experience and Qualifications\*\***
- Excellent written, verbal and interpersonal and team work skills.
  - Self-starter with ability to maintain productivity amid competing priorities and tight deadlines.
  - Proven graphic design and communication production experience.
  - Excellent skills in the Adobe Creative Suite, especially InDesign. Photoshop and Dreamweaver preferred.
  - 2+ years relevant work experience - preferred
  - Knowledge and experience in newspaper layout - preferred
- Submit a current resume with cover letter and portfolio/samples of past work.  
Email to: [kendall@apparelnews.net](mailto:kendall@apparelnews.net)

## Buy, Sell & Trade

### WE BUY ALL FABRICS & GARMENTS

Excess rolls, lots, sample yardage, small to large qty's.  
ALL FABRICS! [fabricmerchants.com](http://fabricmerchants.com)  
Steve 818-219-3002 or Fabric Merchants 323-267-0010  
Email: [steve@fabricmerchants.com](mailto:steve@fabricmerchants.com)

### \*WE BUY ALL FABRICS AND GARMENTS

WE BUY ALL FABRICS AND GARMENTS. No lot too small or large. Including sample room inventories. Silks, Woolens, Denim, Knits, Prints, Solids Apparel and home furnishing fabrics. We also buy ladies', men's & children's garments. Contact: Michael  
STONE HARBOR (323) 277-2777

## Real Estate

### FLEXIBLE COMMERCIAL WAREHOUSE SHOWROOM OFFICES DTLA

1326 S. BROADWAY, LOS ANGELES 90015  
Clean. Southpark/Fashion District, 7,630 Sq. ft., Street Level, Freespan, Flexible office plan, Air Conditioned, Gated parking, Free billboard on roof, Great shipping/receiving, User friendly building! & Fantastic signage.  
Contact owner Leon at: 562-787-1834

# CLASSIFIEDS

[www.classifieds.apparelnews.net](http://www.classifieds.apparelnews.net)

P 213-627-3737 Ext. 278, 280 F 213-625-1515

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

## Jobs Available

### BEDHEAD PAJAMA DESIGN ASSISTANT

Must have at least 1-3 yrs' exp. as a design asst., working with a co. with profits is a plus. Need exp. doing cost sheets, tech design, CADS, color separations & spec sheets. Must be highly motivated, energetic, & willing to adapt quickly in a fast paced environment. Must have good computer skills & know AIMS, Excel, Photo Shop & Illustrator. Will be in charge of the full sample process from fabric & trim purchasing to CADS & line sheet production. Must be highly organized & not afraid to try new systems or develop systems to save time.  
- Contact Wendy@bedheadjps.com

### LF SPORTSWEAR

SEE PRODUCTION PATTERNMAKER  
LA contemporary company seeking 1st - Production Patternmaker. Min 2 years exp. Must be proficient at Garbar systems. Must specialize in garment dye kate and denim garments. Assist in creative and execution of product. Expert in fit, construction, draping, techs, shrinkage. Ability to work in fast paced environment.  
Email resume to: [susan@lfc.com](mailto:susan@lfc.com)

Technical Designer  
A major private label manufacturer located in West LA is

## Jobs Available

### BEDHEAD PAJAMA PRODUCTION MANAGER

Must have at least 2 yrs' exp. in both domestic & overseas production. Must have worked with contractors. Must be highly motivated, detail oriented, energetic, and willing to adapt quickly in a fast pace environment. Must have good computer skills and know quickbooks, excel and AIMS. Will be part of the purchasing of buys for fabric. Must know costing, specs and be able to put together tech packs. Must be organized and not afraid to try new systems or develop systems to save time.  
- Contact Wendy@bedheadjps.com

### Sales Representation

Vertical apparel company in contemporary busy market currently looking for outstanding and responsible Sales Representatives. Qualifications:  
- More than 10 yrs experience in garment sales for major stores and retail outlets.  
- Able to multi task, strong communication & organization skills. Good work ethic & positive attitude.  
- Computer literate  
Please submit your cover letter and resume with salary history to [anna@lfcapparel.com](mailto:anna@lfcapparel.com) and [jyoung@lfcapparel.com](mailto:jyoung@lfcapparel.com)

## Jobs Available

### Sales and Production Assistant

We are looking for a Sales & Production Assistant. Contributing to the production process. Build relationships with vendors and internal customers. 1-3 years' experience in apparel/accessory production and sourcing. Please send resume to: [sales@stoneharbor.com](mailto:sales@stoneharbor.com)

### GRAPHIC/AD ARTIST

Creative individual to develop new artwork for T-shirts, screen prints and sublimation. Must be able to create catch and line sheets as well as other graphic needs that arise. Proficiency in Illustrator and photoshop a must.  
Please E-mail resume to [flowe@stone.com](mailto:flowe@stone.com)

### EDS & LOGISTICS COORDINATOR

We are looking for an experienced EDS & Logistics Coordinator to join our team. Packaging & processing EDS orders. Creating UPC's. Preparing shipping docs, arranging pick up. Must have knowledge of DCS Invois Catalog, CDS DI Catalog. 3-5 years' experience.  
Please send resume to [coneri@stone-harbor.com](mailto:coneri@stone-harbor.com)

For classified information,  
contact Jeffery Younger  
at 213-627-3737 ext. 280  
or [jeffery@apparelnews.net](mailto:jeffery@apparelnews.net)

CALIFORNIA  
**ApparelNews**



The LYCRA Company  
PLANET AGENDA



SUSTAINABILITY  
HAS NEVER  
FIT YOU  
SO WELL

© 2019 The LYCRA Company. LYCRA® is a trademark of The LYCRA Company.



Introducing LYCRA® EcoMade fiber. Made with pre-consumer recycled content, it delivers the same unique performance as LYCRA® fiber. Discover more about our sustainable solutions at [LYCRA.com/sustainability](https://www.lycra.com/sustainability)