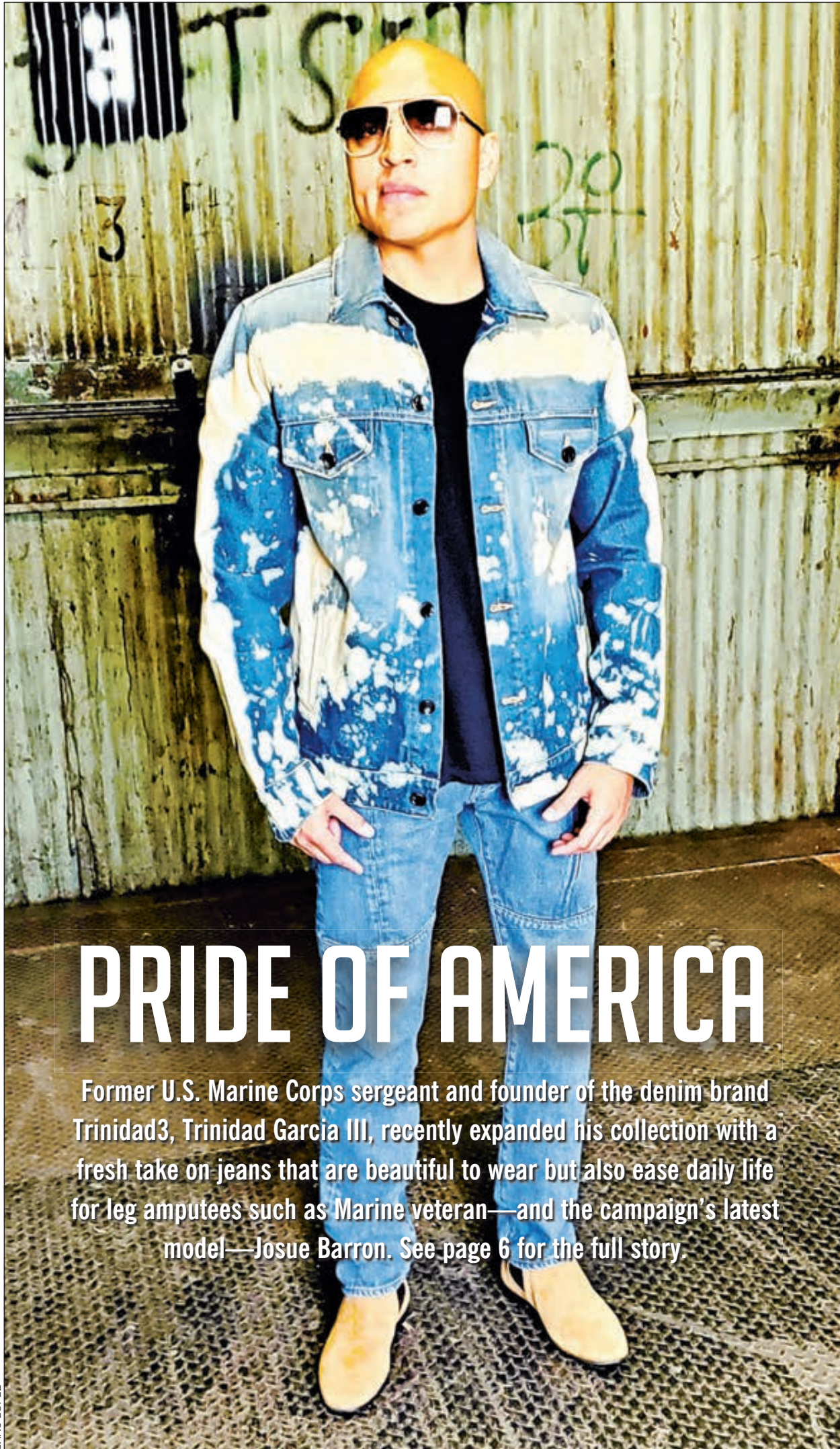


# CALIFORNIA ApparelNews

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## PRIDE OF AMERICA

Former U.S. Marine Corps sergeant and founder of the denim brand Trinidad3, Trinidad Garcia III, recently expanded his collection with a fresh take on jeans that are beautiful to wear but also ease daily life for leg amputees such as Marine veteran—and the campaign's latest model—Josue Barron. See page 6 for the full story.

ISAAC LOPEZ

### TRADE SHOW REPORT

## Buyers Return to Las Vegas With Serious Intent, Vendors From China Sidelined by Coronavirus

By Andrew Asch and Dorothy Crouch

Trade-show season is in full swing, with exhibitors reporting good traffic and buyers taking their time but remaining optimistic. With a travel ban implemented on citizens coming to the United States from China due to the coronavirus outbreak, some shows experienced a fewer number of exhibitors from that country. With the first shows starting Feb. 3 and all wrapping by Feb. 7, buyers had five full days to place orders for Immediates and digest the styles they saw coming for Fall.

### From the Source

At the **Mandalay Bay Convention Center**, the **MAGIC** brands of the **Informa** trade shows were hosted Feb. 5-7 with the exception of **Sourcing at MAGIC**, which began Feb. 4 in **Las Vegas** page 3

### TRADE SHOW REPORT

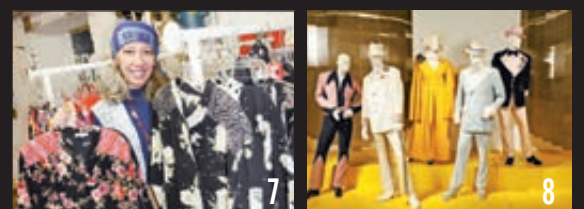
## Swim Collective and Active Collective Forecast Trends as Crossover Registration Grows

By Dorothy Crouch Managing Editor

At the **Anaheim Convention Center** in Anaheim, Calif., sibling shows **Swim Collective** and **Active Collective** held their biannual events Jan. 29-30 as focus on creating a lifestyle experience continues to distinguish successful retail businesses. For **Emerald Expositions**, the parent company of the Swim Collective and Active Collective shows, this has meant blending apparel with other products such as health and wellness, beauty, and accessories to help buyers create a multi-category offering rather than a basic apparel business.

"All of the retailers I know who made it through everything are having a solid year. That is good," said Roy Turner, **Collective** page 9

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## Wildfox Acquired by Fam Brands

**Wildfox Couture** was acquired by **Fam Brands**, it was announced on Feb. 3, just a few days before the bankrupt Wildfox was scheduled to be auctioned off.

Terms of the deal were not disclosed, said Fam Brands founder Frank Zarabi. He forecasted that Fam would further develop the Los Angeles–headquartered Wildfox categories. Founded in 2007, Wildfox developed a focus on T-shirts, dresses, jeans, pajamas and swim. Wildfox also produced runway shows during **Swim Week** in Miami Beach, Fla. Photographs of celebrities wearing Wildfox’s styles also were published in glossy magazines and posted on social media.

“Wildfox, synonymous with California style, caters to a wide range of contemporary women’s apparel and accessory categories,” Zarabi said. “The brand shares our passion for creating high-quality clothing and exceptional customer experiences. Well known for vintage-inspired style and ultra-comfortable signature essentials, Wildfox provides a perfect base for even further category extensions. We are

thrilled to welcome Wildfox into our portfolio of brands.”

Wildfox is the latest purchase for Fam, which is also located in the Los Angeles area. In August, Fam Brands acquired **Three Dots**, a contemporary knits brand, also for an undisclosed price. Last year, it partnered with Jessica Simpson to develop an activewear collection, **Jessica Simpson Active**, with the singer and fashion designer’s self-named **Jessica Simpson Collection**.

Other Fam Brands labels include **Eddie Bauer**, **Woolrich**, **Orvis**, **Isaac Mizrahi Sport**, **Bally Total Fitness**, **Cycle House Powered by Marika**, **Peace & Pearls**, **Tehama**, **Aerodynamics** and **Zobha**.

The announcement represents a speedy resolution during a time when other bankrupt brands and retailers, such as **Barneys New York**, **Active** and **Forever 21**, have gone through turbulent periods before a buyer was selected to acquire their assets or before funding was secured to help them emerge from bankruptcy.

Fam Brands was founded in 1985. It produces 40 million units per year, according to a company statement.—*Andrew Asch*

## Materials Shows Postponed Due to Coronavirus Fears, but Première Vision Sport to Be Held

Trade-show producer **American Events Inc.** postponed its **NW Materials Show**, which was scheduled to run Feb. 12–13 at the **Oregon Convention Center** in Portland, Ore., due to anxiety over the spread of the coronavirus pandemic, it was announced Feb. 3. It had also postponed the **NE Materials Show** at the **Hynes Convention Center** in Boston that was scheduled to take place Feb. 5–6. No new dates have been announced.

There have been more than 600 coronavirus deaths in China, according to media reports, and 12 cases of coronavirus in the United States. On Jan. 31, Health and Human Services Secretary Alex M. Azar II declared a public-health emergency for the entire United States. Major American companies such as **Disney**, **McDonald’s** and **Starbucks** announced that they would temporarily close operations in China. It is

unknown if other U.S. trade shows have postponed events because of the coronavirus. Show founders Hisham and Kari Muhareb emailed a message to attendees stating that the show would be postponed.

The next scheduled NE and NW Materials Shows are scheduled to take place in July. Secretary Azar said that declaring an emergency was a preventative step to protect U.S. citizens. “While this virus poses a serious public-health threat, the risk to the American public remains low at this time, and we are working to keep this risk low,” he said.

In contrast to the decision by American Events Inc., **Première Vision** event producers made the decision to move forward with its plans to hold its apparel-focused **Première Vision Sport** show Feb. 12–13 at the Oregon Convention Center.—*A.A.*

## Forever 21 Bankruptcy Names Stalking-Horse Bidders

The **Simon Property Group** and **Brookfield Properties** have joined forces to acquire the assets of their bankrupt tenant **Forever 21 Inc.**

The mall landlords also partnered with the **Authentic Brands Group**, a New York–headquartered brand-development company, to form a stalking-horse group. It will start bidding at an auction for the Los Angeles–headquartered fast-fashion retailer, according to documents filed Feb. 2 at the United States Bankruptcy Court for the District of Delaware.

The stalking-horse bidders have agreed to acquire Forever 21 for \$81 million, according to media reports. If no other bidders emerge, Simon, Brookfield and ABG will be able to close the deal by mid-February. A court hearing on the auction is scheduled for Feb. 13. Approval of the deal is scheduled for Feb. 18.

The announcement of stalking-horse bidders is a sign of stability in a bankruptcy that has been described as “disorganized.” In recent

weeks, Forever 21 told suppliers that it would be forced to liquidate if a buyer did not emerge.

Forever 21 filed for bankruptcy in September 2019. The bankruptcy filings showed that the company owed between \$1 billion and \$10 billion to its more than 100,000 creditors. The bankruptcy was a coda for a company that was once considered an innovator and a leader in fast-fashion retailing.

The company became a dominant player in retail. In 2017, it reported earning \$3.4 billion in revenue. It ran a sprawling fleet of stores around the globe, with an average retail space that spanned over 38,000 square feet, according to a statement on its website, *forever21.com*.

Analysts critiqued Forever 21 for not developing its e-commerce channel during an era when digital commerce was skyrocketing and also because the retailer’s owners kept a tight control over the company without consulting equity analysts or a board of directors.

—*A.A.*

## Macy’s Plan Calls for New Direction and Closing of 125 Stores

**Macy’s Inc.** outlined sweeping changes on Feb. 4 that called for the elimination of 2,000 jobs and the closure of 125 stores over the next three years, said Jeff Gennette, the giant retailer’s chairman and chief executive officer.

“We are taking the organization through significant structural changes to lower costs, bring teams closer together and reduce duplicative work. This will be a tough week for our team as we say goodbye to great colleagues and good friends,” he said in a statement. “The changes we are making are deep and impact every area of the business, but they are necessary. I know we will come out of this transition stronger, more agile and better fit to compete in today’s retail environment.”

Macy’s will pare down its corporate offices, merging its headquarters and operations in New York City. Gennette said that it will shutter its offices in downtown Cincinnati as well as in Lorain, Ohio, and in San Francisco. The San Francisco office formerly housed the retailer’s now-defunct **Macy’s West** division until 2009. More recently, it was



the headquarters of the department store’s digital retailer, *macys.com*.

The closures and consolidations will generate gross savings of \$1.5 billion by the end of 2022. By the end of this year, the company forecasted gross savings of \$600 million, which will help stabilize the retailer’s operating margin, Gennette said.

The retailer also will be expanding its off-price concepts, **Backstage** and **Bloomingdale’s The Outlet**. This year, Macy’s anticipates opening 50 in-store Backstage areas as well as seven freestanding Backstage locations.

It also plans to dive deeper into private-label clothing and brands such as **Alfani**, **American Rag** and **Karen Scott** in addition to building at least four more private-label lines.

On Feb. 4, Macy’s Inc. also released estimated results for the fourth quarter of fiscal 2019. Net sales were \$8.3 billion for the quarter, which included revenue for the holiday 2019 season. Its same-store sales declined .5 percent compared to the same quarter the previous year.—*A.A.*

## Week in Review

**LVMH** recently named Andrea Guerra to helm its hospitality-and-restaurant division, according to media reports. Guerra most recently served as the executive chairman of the Eataly marketplace and restaurants. Before Eataly, he served as chief executive officer of the eyewear giant Luxottica Group from 2004 to 2014. LVMH holds the distinction of being a dominant player in the luxury business. Its brands include Louis Vuitton, Christian Dior, Céline, Marc Jacobs and Fendi.

**Kering**, the Paris-headquartered luxury company whose brands include Gucci, Balenciaga, Saint Laurent and Alexander McQueen, distinguished itself as a sustainability leader by publishing the “Environmental Profit & Loss” report in which it details how it is lowering emissions in production of its goods. On Jan. 30, it released its most recent environmental report, which stated that its environmental impacts declined 14 percent and forecasts that it will meet its target of reducing its environmental impacts by 40 percent by 2025.

**Nordstrom Inc.** is getting into the resale business. On Jan. 30, it introduced See You Tomorrow. The resale concept will take shape as a section in Nordstrom’s New York City flagship store. It also will retail on the digital channel *Nordstrom.com/seeoutomorrow*. Nordstrom’s resale project will be curated by Olivia Kim, the retailer’s vice president of creative projects. The merchandise mix will include women’s apparel, shoes and handbags; men’s apparel, shoes and accessories; as well as children’s apparel and some jewelry and watches. See You Tomorrow also will spotlight partnerships with prominent brands; the first one is the Danish brand Ganni.

**Chesapeake Bay Outfitters’** Rising Tide brand makes resortwear that is inspired by the history and lifestyle of the Chesapeake Bay. Since March 2019, Rising Tide worked with the Oyster Bay Recovery Partnership to help restore the Chesapeake Bay. For every purchase of a Rising Tide garment, the company will underwrite the planting of 50 oysters on the coast of Maryland. Since the initiative’s launch, it has planted 90,000 oysters, according to a Rising Tide statement.

The **Huf** skate brand is going through some executive changes. The Irvine, Calif.–headquartered label’s chief executive officer, Eddie Miyoshi, departed the company after an 18-month stint. The brand’s chief finance officer, Jon Brubaker, was appointed interim CEO, according to the executives’ LinkedIn profiles. Pro skateboarder Keith Hufnagel started the brand in 2002, where it sold at retailers such as Zumiez. It also runs standalone boutiques in Los Angeles; Brooklyn, N.Y.; and Dallas as well as five shops in Japan.

**Laws of Motion**, the New York City-headquartered women’s brand that uses data science to create microsizes that afford a perfectly fitting garment, released two new styles this week. In addition to its debut style, The Alpha, the brand introduced The Legend, a tweed shift dress features short sleeves, deep pockets and a reversible zipper head. The Vice jacket is described as a “modern take on a blazer” in a design that hits just above the knee and is available in the same four seasonal tweeds as the Legend.



## Vegas *Continued from page 1*

a tent across from the venue. The absence of exhibitors from China was noticeable at this particular show. Britt Moore, director of customer services at **Minnesota Knitting Mills Inc.**, in St. Paul, Minn., said that attendees searched for eco-friendlier wool and cotton. He also mentioned that buyers were noticing the stronger United States presence due to the absence of Chinese exhibitors.

“At this show, the U.S.-manufacturing presence is more known because the Chinese delegation largely isn’t here, so we have a bigger chunk of it,” he said.

Moriah Banks, founder of **Official Para Connect**, based in Paw Creek, N.C., was searching for suppliers from different regions to compensate for the issues she has experienced from her Chinese vendors who manufacture the apparel she designs for black sororities and fraternities.

“They are in spring festival, and due to the virus my production got kicked back,” she said. “[With the tariffs], shipping is the same price as my production. I am trying to find more countries I can import from.”

## Trending at WWD MAGIC

WWD MAGIC produced a market for trend-driven women’s styles, where Paula Unger, creative director of the **Dickies Girl** brand, said that traffic was about the same as the February 2019 WWD MAGIC show, which meant that business was good.

“It’s extremely busy. We had a lot of appointments,” she said. Unger forecasted that the show would follow a typical trade-show pace. The first and second days would be busy. The third day of the show would be slow.

One of the attendees shopping WWD MAGIC was Barbara Fields, president of the Los Angeles–headquartered trend-forecasting company **Barbara Fields Buying Office**. She talked about trends that stood out. “Denim, denim and more denim,” she said. Distressed denim was making a comeback as was flared denim. Fields also said that fur jackets were popular. Other outerwear that was popular featured plaid designs and jackets made out of pleather.

## MAGIC’s Pooltradeshows

At **Pooltradeshows**, a forum for emerging and art-inspired brands, Sam Culkins of the San Francisco–based brand **Culk** said that the show started on a solid footing. “People are giving us their time. Line sheets have been given out, and conversations have been started. We hope it continues at a consistent rate,” he said.

Xochitl Avila, creative director of the Los Angeles–based **Oooh Yeah! Socks** brand, said that buyer traffic was busy and that buyers would be making orders soon. “On day one, everyone is looking. On day two, they start placing orders,” she said.

Teghan Hahn visited Pool while shopping for new looks for her boutique, **Austin Rocks**, in Austin, Texas. On show floors and the city’s streets she saw flowing clothes. “It’s not hugging the body,” she said. “Last year was about body-conscious styles.”

## A MAGIC Project

**Project** served the sprawling market for men’s contemporary fashions. Different categories of men’s styles were exhibited in different neighborhoods. Among them, **The Tents**, which exhibited high-end contemporary looks and **Project N:OW**, which showcases new waves of fashion, and **MRket**, which focused on men’s suiting.

Vince Marrone, chief executive officer of **Paisley & Gray**, a tailored sportswear and lifestyle brand based in New York City, said that he didn’t have time to take a break. “I knew it was going to be busy,” he said. “I didn’t know that it was going to be this busy.” A lot of buyers made appointments. But walk-in traffic surged during the show.

William Bates of the **Master’s Touch** suiting and lifestyle boutique in Baton Rouge, La., scouted new suiting styles at the Paisley & Gray booth. Bates said that he was seeing more slim-fit suits on the market. “But fabrics are being designed with more flair. It’s contemporary, but it pops,” he said.

Project introduced its Denim Room as a new neighborhood produced with the goal of fostering a meeting of denim styles. Exhibitors ranged from emerging, artisanal-inspired denim lines from Japan to established denim lines such as **Silver Jeans Co.**, which runs a design office in downtown Los Angeles.

Kim Carter, Silver’s president of global sales and planning, said the new neighborhood enjoyed a lot of interest, despite anxiety over the coronavirus. “There was a lot of traffic for day one. There were more people than I thought were going to be here.”

Crystal Lindley, a buyer for the **Lizzie Girl** boutique in Pleasant Grove, Utah, said that high-waisted jeans seemed to be trending and that flared jeans were making a comeback.

On Feb. 5, Informa Markets announced a partnership with **MICAM Milano** to produce **MICAM Americas**, an event complementary to the Aug. 17-19 editions of MAGIC and Project. MICAM Americas will serve as the footwear trade event under the Informa umbrella in Las Vegas following the discontinuation of **FN Platform**.

## Popping up at Project Womens

The show floor at **Project Womens** was the scene for **Hanes-owned Alternative Apparel**, which is celebrating its 25th anniversary by incorporating more-sustainable initiatives, said Director of Wholesale Sales Amanda Piola Nichols.

“This is our 25th year of softness,” she said. “For our birthday, we made a pledge for 2021 to remove all virgin poly from our production. That is a really big move for us as a brand.”

First-time attendee Steph Kirk was preparing to launch her e-commerce Salt Lake City retail presence **Kempt Curated** for 20-to-30-something women with a minimalist approach, such as styles found at **It Is Well LA**.

“Sleek, Korean inspired,” she said. “Lots of linen, silks, very soft, but structured. I love lack of color—black, white, gray, brown neutrals.”



Alternative Apparel



Fashion show at the Tayion booth



Minnesota Knitting Mills

## Stitching up sales

Over at **Stitch at Project Womens**, Sheri Assal of the Laguna Beach, Calif., retailer **Fierce Inc.** wanted XS and S for Summer as her clientele is typically sized on the smaller end. She placed an order with **Brave** and was on her way to see goods offered by **Fate**.

“In L.A., it’s all S, M, L, with 3-2-1 or 2-2-2,” she said. “If I come here, I can order XS, and that is exactly what my customer base is—XS and S—especially in the summer months.”

At the Fate booth, sales representative Victoria Estrada saw an improvement in traffic over previous events as she fielded requests for trends in tie-dye, neon, camouflage and star patterns.

“This year, Stitch has been a lot busier than last August,” she said. “They want a lot of lightweight sweaters, dresses and there have been a couple of people who wanted Fall items.”

## Making MAGIC Mens

**MAGIC Mens** offers a forum for classic menswear, young men’s styles and licensed apparel. For **Tayion Fashion Suits**, the recent show represented an opportunity to showcase fresh designs from the August 2019 “Best in Show” winner.

“On day one, buyers study lines, then they start writing the next day,” brand founder Montee Holland said. At this show, they took one hour to study and they started writing.”

Shaq Sampson of the **Baggage Claim** boutique in Detroit, said that hoodies and jeans seemed to be making a big splash. Biker jeans and painted jeans were trending. Tie-dye designs continue to be popular. “It’s getting aggressive,” he said. “They’re trying to see how many colors they can put on one garment.”

## Las Vegas’s Liberty Fashion & Lifestyle Fairs

Jeans, biker jackets, blazers and other contemporary styles were exhibited at the **Liberty Fashion & Lifestyle Fairs** during its Feb. 4–6 run at the **Sands Convention Center**.

For Los Angeles–based Patrick DiLascia, producing the show in the gamblers’ paradise, Las Vegas, made sense. A big score could change a vendor’s luck.

“If you make one sale with a very big account, you’re fine,” he said, exhibiting his **Patrick** T-shirts and basics line.

The recent run of Liberty was the first show where it ran solo as former neighboring show **Agenda** was on hiatus this season. It may have affected buyer traffic, said Jamal Carroll, who introduced his Los Angeles–based basics line **Oublier Collective**

for big and tall men. “We’re taking a hit from Agenda not being here. We feed off of each other,” he said.

Brooke Bailey, co-owner of the Los Angeles–based vintage store **Carny Couture** visited the show to view trends and shop for new lines. “Everyone is trying to make styles that look vintage. A lot of stuff looks like workwear from the 1930s to 1940s,” she said.

## Making moves at Womenswear In Nevada

During its Feb. 3–6 run, Womenswear In Nevada took place at its longtime home, the **Rio Convention Center**, for the last time before its move to **Caesars Forum** for its Aug 17–20 edition. WWIN parent company **Clarion Events, Inc.**, announced on Feb. 3 that it would debut fashion accessories-and-jewelry show **Adorn**, through a partnership with Illinois-headquartered show **ILOE**. The new addition will launch during the August edition of the event. At **Tiger Midwest Associates**, founder Jim Tiger and Senior Sales Representative Abigail Olaworetan saw buyers who wanted transitional pieces that could retail for under \$100.

“It is going to be transitional styles that can flow from winter to spring. More Immediate, but at the same time you have some clients looking for Fall,” Olaworetan said. “A lot of people are going off the color of the year—blue, deep colors and more weight, also in textures.”

In town from Gladstone, Mich., **Sassy Butterfly** founder

Nickie Lauerman was a first-time attendee who wanted to invest in the plus sizes demanded by her clientele of women who are mostly 35 and up.

“I have quite a few customers who want plus sizes, but it’s more difficult to find them or don’t look like a tunic or a tent,” she said. “They want different fabrics. It’s been important to see and touch to find clothing for the curvy girl.”

## Always a Bargain at Offprice

The Sands Convention Center was home to the Feb. 3–6 edition of the **Offprice** show, which caters to bargain hunters. Vanessa DeJoode, owner of the **Vanwood Variety Store**, picked up swimsuits at **Alliance Wholesale Corp.** and was pleasantly surprised that vendors have added a category that she has needed.

“We are finding a lot of the vendors are adding work and safety apparel so we don’t have to go to a specific show for that,” she said. “If you come one edition and don’t find something, don’t skip the next, because the vendors are growing and they’re listening.”

Over at the New York–based **Alliance Wholesale** booth, Michael Reinstein was showcasing apparel including swim goods from **Calvin Klein**, **Ralph Lauren**, **DKNY**, **Swim Solution** and **La Blanca** for buyers from every region of the United States.

“If you go to a swim line and you know what they are doing, we buy whatever was in stores a season before,” he said.

## Accessorizing at IFJAG

Running Feb. 2–5 at the **Embassy Suites Las Vegas**, the **International Fashion Jewelry & Accessories Group** show saw serious buyers who were placing orders after dedicating a lot of thought to the items they wanted. Many buyers were stopping by Great Neck, N.Y.’s **Secret Box**, where sales representative Young Shin noticed a particular trend in toned-down pieces.

“More simple style. They like our brand name—Secret Box,” he said. “At the show, they are taking notes. They want pricing at \$4 to \$8, but they are willing to pay for the higher quality of our products.”

Claire Branscum, owner of the 13-year-old Bentonville, Ark., boutique **Kate Austin Jewelry and Gifts**, was in town with a shopping list comprising certain items.

“I am looking for mostly jewelry and maybe some hats, a few handbag options,” she said. “I am seeing a lot of multi-layered necklaces, and I am looking for things that look similar to the designer lines I carry but at a better price point.” ●



# CALA S.F. Delivers Amid Full Trade-Show Calendar

By Dorothy Crouch Managing Editor

From its San Francisco home at the **Fort Mason Center**, the Bay Area edition of the **CALA** trade show enjoyed a strong showing from buyers and attendees during its Jan. 28–29 event. With other trade shows taking place from coast to coast across the United States during the same time, CALA San Francisco organizers were a bit uncertain about attendance at the show, but these concerns were quickly allayed.

“It was really, really good. I was worried about the other shows going on—there were so many. There were five other shows going on at the same time that some of our customers also attend. We were also worried about buyer attendance,” Robert Murtagh, a show organizer, said. “It was really good. Our customers are really happy.”

For this January show, CALA organizers remained committed to their customers and the attendees these exhibitors sought to attract. But even with a full trade-show calendar during this time of year, altering its plan wasn’t part of the CALA San Francisco mission.

“We kept the same formula,” Murtagh explained. “We didn’t want to try anything new this time with Vegas next week and the other competing shows.”

One area in which CALA saw a lot of growth was in the sustainable-clothing category, with buyers interested in exploring more options that are environmentally sound. Murtagh feels that this demand is proving to move beyond a trend as consumers search for goods whose manufacturing can be traced.

“They [buyers] are asking, ‘Where is sustainable? Point me in the direction of sustainable clothing.’ I noticed that in the last two shows. People are definitely becoming more eco-conscious, and we do have a section in our directory for the eco category, but I think we’ll change it to ‘Sustainable’ for the next show,” he said. “It seems—this year especially—people are talking about the environment.”

Consumers are willing to consider purchases of clothing manufactured through sources around the globe, but they are also considering how the garments are made. Shoppers remain price sensitive, but Murtagh mentioned that domestically manufactured goods are continuing to draw interest.



CALA show floor



“Made in the U.S.A. and knowing what goes into the product is important to people these days,” he said.

One buyer committed to cultivating a luxury-clothing business is Kayci Stoots-Subia, owner of the **Más Amor Salon** in Sacramento, Calif. A salon owner for 17 years, Stoots-Subia has expanded her salon, located at the intersection of the city’s 23rd and Jay streets, to include a clothing boutique that she would like to eventually grow into a luxury-clothing destination independent of her beauty business.

“I decided to transition into a salon boutique with the hopes of opening a high-end boutique in Sacramento because we don’t have one,” she said. “It’s primarily small batch. It is a lot of women-owned companies. I want to keep everything ethical and slow fashion.”

The target consumers for Stoots-Subia are women ages 25 to 55. While she carries pieces for the men’s category, for the moment she is primarily focused on women’s accessories and clothing in sizes XS–L with wholesale price points ranging from \$20 to \$70.

While she has worked large events in the beauty industry and private parties that boasted guest lists of nearly 600 people, Stoots-Subia was impressed with the organization of CALA San Francisco, which was the first apparel-industry trade show that she has attended.

“To pull off something like that with so many moving

parts, it was beautifully executed. It felt like it ran really smoothly,” she explained. “From lunch being served to coffee. Everyone’s stations were nice and kempt. Everyone was really nice, which was great.”

Another noticeable aspect of the show was the reception she received as a newcomer to the apparel business. Visiting booths by **Free People**, **Little Work Project**, **Show Me Your Mumu** and **Daisy LA**, Stoots-Subia reported that exhibitors were extremely accommodating and understanding.

“Especially being a first-timer, I didn’t know how people would receive me. I am a really small shop and don’t know what kind of numbers we’ll do,” she said. “The people from Little Work Project were very helpful. Also, the Show Me Your Mumu people were amazing and super helpful. I am so excited to go back.”

In addition to the willingness of exhibitors to help Stoots-Subia navigate this new business venture, another aspect of the show that she found impressive was all the vibrant trends. She saw matching sets, 1990s-inspired jewelry—with hoops still trending—bright colors and rich textures as she shopped for immediates.

“Things are really bold right now. There are a lot of stripes and bright colors. There were bright, fun colors and a lot of texture,” she said. “There were several vendors that had really loud jackets, really amazing pieces. That was really cool. A lot gold jewelry, coin jewelry.” ●

## TECHNOLOGY

# Small-Business App Introduced by OneWest Bank as Company Invests in Entrepreneurs

For regional Southern California financial institution **OneWest Bank**, small business has inspired great investment. The retail-bank division of Pasadena, Calif.’s **CIT Bank, N.A.**, announced last week that it had launched a small-business mobile application. OneWest Bank’s head of retail banking, Heather Ellison, explained that the company’s inspiration to create the new offering was to aid small-business owners in managing their finances as they seek to efficiently use their time to grow their organizations.

“Small-business owners are often on the go and are increasingly reliant on digital banking tools to keep up with their busy schedules,” she said. “Our new app is an accessible and convenient solution for local entrepreneurs looking to manage their money digitally from anywhere at any time.”

Through the new application, owners of small businesses will be able to not only conduct everyday transactions such as deposits, transfers and appointment scheduling but also have access to the funding application process. It is Ellison’s hope that the new mobile offering will facilitate the development of her clients’ ventures.

“With this seamless banking experience, we’re reinforcing our commitment to helping businesses thrive across the communities where we live and work,” she said.

This addition to the OneWest Bank menu of small-business tools comes at a time of growth for the financial institution, which services Southern California customers from the San Diego to Ventura counties. In October, the bank opened a West Los Angeles location. It is also investing in its small-business customers through parent company **CIT Group Inc.’s** Launch + Grow program, which debuted last May during National Small

Business Week and was built upon a partnership with the nonprofit community-outreach organization **Operation Hope**. Through the program, the financial institution and the Atlanta-based nonprofit aim to empower female entrepreneurs



Grand opening of OneWest branch in West Los Angeles

through financial literacy and business education.

In August, New York–headquartered **CIT Group Inc.** announced that it was interested in the acquisition of Omaha, Neb.–based **Mutual of Omaha** to be a subsidiary of CIT Bank, N.A. At the time, CIT Group Inc. was interested in acquiring the insurance, Medicare and financial-services institution for \$1 billion. The Office of the Comptroller of the Currency approved the transaction in November. The deal became finalized Jan. 1 with the \$1-billion purchase price comprising \$850 million in cash and 3.1 million shares of CIT stock, which were issued to the **Mutual of Omaha Insurance Co.**—D.C.

## Calendar

### Feb. 7

#### The NBM Show

Santa Clara Convention Center Santa Clara, Calif.  
Through Feb. 8

### Feb. 9

#### Designers and Agents NY

Javits Center  
New York  
Through Feb. 11

#### Playtime

Metropolitan Pavilion  
New York  
Through Feb. 11

### Feb. 10

#### Brand Assembly

Pier 36 Basketball City  
New York  
Through Feb. 12

#### Cabana & Capsule Womens

Pier 94  
New York  
Through Feb. 12

#### Trendz West

Bradenton Area Convention Center  
Palmetto, Fla.  
Through Feb. 12

#### Apparel Sourcing Paris

Avantex Paris, Leatherworld Paris  
Texworld Paris, Texworld Denim  
Paris Le Bourget  
Paris  
Through Feb. 13

### Feb. 11

#### Children’s Club

Coterie, Edit, Accessories, Beauty@Coterie,  
Vintage@Coterie, Footwear@Coterie

#### Fame

#### Moda

#### NY Women’s

#### Sole Commerce

Javits Center  
New York  
Through Feb. 13

#### Premiere Vision Paris

Paris-Nord Villepinte  
Paris  
Through Feb. 13

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#### Première Vision Sport

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# Trinidad3 Plans to Serve Wounded Warriors With Fashion and Function

By Andrew Asch Retail Editor

The **Trinidad3** premium-denim line was designed to evoke and celebrate the experiences of U.S. armed-services veterans, the brand's founder, Trinidad Garcia III, a former sergeant in the **U.S. Marine Corps**, said. He recently expanded his Los Angeles-headquartered line to address a wrenching veteran experience. He made a jean for veterans who have lost their legs in combat.

The project began in November when Garcia started to develop a jean for Josue Barron. The Marine veteran lost his left leg and his left eye after his patrol drove over a bomb in Afghanistan in 2010. Barron was awarded a Purple Heart and combat-action ribbon medal, and he was flown to the **Balboa Naval Medical Center** in San Diego, where he spent a couple of years in rehabilitation. Barron worked hard to adjust to his 8-pound prosthetic leg and to rebuild his life.

During his lengthy rehab stint, Barron founded the **San Diego Wolfpack**, a team of military veterans who compete in the sports league **National Wheelchair Basketball Association**. He also earned a bachelor's degree in business administration from the **University of Phoenix**. In 2016, he started an events company, **American Dinosaur Events**, with his wife, Debbie. People working with his company entertain partygoers by walking in dinosaur costumes. He said that his marriage has given him strength. "I'm married. I have to keep improving and impress my wife," he said. But challenges continue. He said that it took him five years to get used to the prosthetic and learn how to adjust to his disability and being different.

To sit down comfortably, he and other people with prosthetic legs must adjust straps on the limb so it won't bite into one's hips. It's hard to adjust straps when wearing pants. One has to undo pants to adjust the limb's straps. It always looks awkward when sitting with a crowd of people. Most people with prosthetic legs avoid the pain and embarrassment that comes with adjusting pants. They prefer to wear shorts. The pain can be so bad that suffering through a cold night is preferable, Barron said. He said that he has only worn pants twice a year over the past decade.

"I don't want to wear shorts all of the time," he said. "I want to look sharp and blend in with the crowd. But if I do



Josue Barron

wear pants, I pay for it, and I'll be in pain."

Barron accepted his situation and didn't consider any alternatives until he met Garcia in Oceanside, Calif., at an event in November for **Operation Jump 22**, which puts together suicide-prevention programs for veterans. Garcia was exhibiting the Trinidad3 line. Barron approached his booth and talked about how he missed wearing jeans. Garcia thought that this guy had an innate sense of style.

He also thought that it was crucial to help him. "It is instilled in us that we have to take care of the veteran to your left and to your right," Garcia said. "We're rooted in service to others."

He invited Barron to his office in a factory in Huntington Park, not far from Cudahy, Calif., where Barron grew up.

They dined together and hung out. Garcia observed how Barron maneuvered his prosthetic in order to sit and navigate a room and a sidewalk. Garcia started forming ideas of how the jean should be designed for Barron. It had to be functional. It also had to be fashionable.

"The challenge was to make something that is rooted in the medical field and make it look on-trend," Garcia said. "Most functional clothing is boxy and made from fabrics common

to the medical field. This denim was designed to make him look better in something that is unifying and American, like the jean."

For function, Garcia made a 12-inch seam on the jean's left thigh. When the seam is unzipped, the wearer would be able to easily adjust the prosthetic's strap.

The jean has a motorcycle fashion vibe, which was inspired by movie star Steve McQueen, who was a motorcyclist and who also served as a Marine. The fabric used is from **Vidalia Mills** in Vidalia, La. Garcia called the jean the Barron by Trinidad3, and he later designed a slim-cut version of the Barron.

After producing two pairs of jeans for Barron, Garcia was going to wrap up the project and go on to further develop his premium-denim line, which includes American-milled denim with details inspired by Marine uniforms such as the blood stripe on the Marine dress pant, pocket lining bearing stars from the American flag, as well as buttons made from gun-metal plating.

But Barron urged Garcia to make the jean available to more people with prosthetic limbs. Garcia also posted video of Barron in the jeans on the **Instagram** account *Trinidad3jeans*. There were 5,000 views to the story, he reported. People who have use of both legs made inquiries on picking up the Barron jean.

Garcia plans on putting the jeans in production at the Huntington Park factory where Trinidad3 is made. Price points for the jean have not been determined. Garcia also intends to make jeans for women with prosthetics.

Garcia and Barron exhibited this new jean at the Denim Room section of the **Project** trade show in Las Vegas, Feb. 5-7. Also accompanying Garcia and Barron will be Rudy Reyes, an author, actor and Marine veteran, and Nate Boyer, a Green Beret veteran, who also played for the **National Football League Seattle Seahawks** and **Texas Longhorns**.

While Garcia made Trinidad3 with veterans in mind, he said that his brand has a message for anyone who enjoys denim.

"Most people have a connection with the fabric," he said. "It can help with conversations that lead to unity." ●

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## Kindom Plans to Expand by Using Less

For its second collection, the Los Angeles–headquartered brand **Kindom** decided against buying more fabric to produce the line yet adding more categories to the label.

Instead, the sustainable brand plans to upcycle or use materials from its debut line to make its second collection, called Kindom Circle. The 30-piece line was introduced at the **Brand Assembly** trade show in downtown Los Angeles Jan. 13–15. The collection will be sold on the brand's direct-to-consumer site, [kindomshop.com](http://kindomshop.com), and through a couple of independent boutiques—**Le Pop Up** on Abbot Kinney Boulevard in Los Angeles' Venice area and **The Canvas by Querencia Studio** in Brooklyn, N.Y.'s Williamsburg area.

Kindom founder and designer Claire Powers, with Glynn Barrish-Carroll, who serves as the label's operations and business-development chief, spent much of their careers working for fast-fashion brands and companies that made private-label clothing. The Kindom chiefs hope that their current project will serve as a model for others who want to build a brand that aims to stay ahead of fashion trends, work in harmony with the environment and pay the bills, Barrish-Carroll said.

Powers said that Kindom achieves its sustainability goals by following the **United Nations'** environmental guidelines on sustainable practices. But Powers said that she keeps her own counsel when creating looks for Kindom styles.

"A lot of people say that sustainable is boring—it is basic clothing or missy," Powers said. "But Kindom is street style and fashion."

Kindom's new line includes convertible styles. Sleeves from a top can be removed by unfastening buttons and reattaching them to the hems of a bottom to make a dress. "You



Claire Powers



can have four looks in one," Powers said of the collection. A single convertible garment can be changed to fit people of different sizes. The convertible clothing also was intended to be gender fluid, made to fit both men's and women's bodies.

Silhouettes include wraps, unstructured pants, skirts and maxi dresses that can be worn for casual events or dressed up to go out in the evening, Powers said. Designs include florals, plaids, solids and some bohemian looks.

Kindom Circle's collection also features some tops and T-shirts bearing slogans such as "Let's Put Human Back in Humanity." Wholesale price points for Kindom Circle range from \$33 for a top to \$110 for a dress. Materials used to make the brand include sustainable fabrics such as organic cotton and hemp, recycled polyester, dead-stock fabric and cloth made by indigenous communities from Southeast Asia, Africa and Latin America.

The collection also features some pieces that were made in collaboration with artists from the **Canvas by Querencia Studio** and with Anna Meier, an artist who makes natu-

ral dyes.

Customers of the brand include a wide range of consumers, but it especially interests young people committed to environmentalism, Barrish-Carroll said. "[Activist] Greta Thunberg is 17— she is inspiring everybody," she said.

Barrish-Carroll said that the label plans to make sustainable private-label clothing and also consult with other manufacturers.

Powers and Barrish-Carroll advised that brands can get on the road to sustainability if they follow the United Nations' 17 Sustainable Development Goals, which include the following tenets: using sustainable materials, using recycled materials, working toward closed-loop production by recycling and using packaging materials that are compostable and biodegradable.

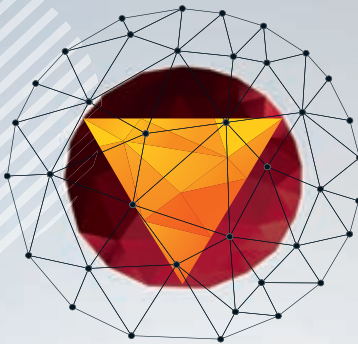
To find compostable packaging, the Kindom chiefs worked with a producer of dog-waste bags, which worked with the apparel brand to produce compostable bags large enough to ship clothes in them.—*Andrew Asch*

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## EVENTS



"Art of Motion Picture Costume Design"



"Dolemite is My Name"



"Jojo Rabbit"



"Harriet"



"Star Wars: Rise of the  
Skywalker"

Ruth E. Carter

Salvador Perez

## FIDM Museum & Galleries Gala Honors 'Art of Motion Picture Costume Design'

Now in its 28th year, the annual preview of the "Art of Motion Picture Costume Design" at the **Fashion Institute of Design & Merchandising's FIDM Museum & Galleries** honored the work of designers from 30 films. Showcasing more than 100 costumes, the event, held Feb. 1 in downtown Los Angeles, included work from the five **Academy Award** nominees for costume design in addition to last year's winner, Ruth E. Carter. Honored for her work on the movie "Black Panther," Carter's Oscar victory last year was the first win for best costume design by an African-American artist.

In 2019, Carter's work hit the big screen again in the Eddie Murphy film "Dolemite Is My Name," which allowed the costume designer to delve back into her memories of fashion of the era in which the movie is set as she developed the film's wardrobe at the **Eastern Costume Company** in North Hollywood. While she is aware that the company is well known for its selection of 1970s pieces, she explained that each designer's vision is the element that distinguishes the wardrobe of each film from the next.

"It's your memory of something, your artistry, your mental picture that you're able to connect to when you're in the stock. Maybe five friends have been in there pulling for the '70s, but you're going to pull differently than everybody else. I instructed my crew that everything has to be authentic. It has to feel

everyday, you cannot do a cliché of the '70s, and it worked."

In addition to seeing Carter's work from "Dolemite Is My Name," guests who attended the preview were treated to a showcase celebrating her work from "Black Panther" and an exhibit displaying her Academy Award.

Among the costumes on display from the five 2020 Academy Award nominees for costume design were: "The Irishman" by Sandy Powell and Christopher Peterson, "Jojo Rabbit" by Mayes C. Rubeo, "Joker" by Mark Bridges, "Little Women" by Jacqueline Durran and "Once Upon a Time...in Hollywood" by Arianne Phillips.

"Anyone who has not been to this exhibition, it's the chance of a lifetime," **Costume Designers Guild** President Salvador Perez said. "You will not get to see this type of clothing—this category of clothes—in one room ever again."

Included in the exhibit were costumes from other films including "1917," "A Beautiful Day in the Neighborhood," "Avengers Endgame," "Ford v. Ferrari," "Harriet: Be Free or Die," "Maleficent: Mistress of Evil," "Missing Link," "Rocketman" and "Star Wars: The Rise of Skywalker."

The FIDM Museum & Galleries' "Art of Motion Picture Costume Design" was unveiled to the public Feb. 4 and will remain open through March 21 with complimentary admission.—*Dorothy Crouch*



# Oonana to Develop New E-Platform for DTLA Manufacturers

By Andrew Asch Retail Editor

**Amazon.com** has made billions of dollars in revenue by offering a direct-to-consumer marketplace for vendors and manufacturers.

Los Angeles entrepreneurs Yul Kwon and Michael Kim recently introduced the e-marketplace **Oonana.com**. It will create a direct-to-consumer site for a group of manufacturers who have been pressured in the past year by bankruptcies of retailers such as **Forever 21** and **Charlotte Russe** as well as a market made volatile by recent trade wars.

“The Trump administration’s tariffs are not helping, and retailers are not passing extra costs from the tariffs onto consumers,” Kwon said. “The state of fashion now is that manufacturers have to pay for most of these things. We want to give smaller businesses an alternative.”

Located around the **San Pedro Mart** in downtown Los Angeles’ fashion district, Oonana plans on delivering the same market and demographic that many retailers gave to the young-contemporary and fast-fashion vendors who make clothes for women ages 18 to 44. But Kwon and his team of four staffers promise that they can give manufacturers a higher margin than retailers because there is no proverbial middleman. About 20 vendors actively work on the site, which officially launched in July, Kwon said. He was scheduled to travel to the **MAGIC** trade show Feb. 5–7 in Las Vegas, to recruit more vendors.

Kwon also serves on the board of the **Korean-American Apparel Manufacturers Association** as well as the **L.A. Fashion District Business Improvement District**. He formerly consulted with the wholesale e-marketplace **Fashion Domino**. But Oonana is a completely different venture and



different market from the former venture, he said.

He gained inspiration for Oonana by listening to colleagues describing an increasingly tougher market for wholesalers, he said. He also remembered staff from the Fashion District BID fielding a steady flow of calls from the public looking for places to shop and manufacturers selling clothes in the fashion district.

However, most of the consumers and fashion district manufacturers were not connecting, Kwon said. “This is crazy, we have the product but we’re all at the mercy of retailers. Why can’t we join together and skip the retailer?” he asked. “It was always a dream of mine to do that.”

Joseph Yi, owner of the Los Angeles fashion brand **Jolie** said that Oonana represents something new for his sector. “It’s so hard for this industry,” he said. “You have to be creative and take some risks. You can’t rely on the old ways of doing things.”

There are no membership fees for Oonana. The platform has

requested a 14 percent fee on sales to help maintain Oonana. The fees will also help support the company’s shipping and marketing. Instead of requiring vendors to make their own shipments, Oonana ships vendors’ goods from a shipping partner in downtown Los Angeles’ fashion district.

Like other e-marketplaces, vendors upload pictures of goods and other marketing materials. Oonana also will develop social-media campaigns where micro-influencers show off vendors’ goods on their social-media profiles. Eventually, Kwon hopes to boost the platform’s revenues by selling banner ads and producing occasional pop-up shops.

As Oonana gains momentum, Kwon hopes his company will serve as a central sales channel for vendors.

E-marketplaces serve as robust and competitive marketplaces, not only with dominant retailers such as Amazon but also established e-marketplaces such as **Shoptiques** and **Jane.com**.

Bricks-and-mortar retail continues to offer a lot of opportunity, said Mercedes Gonzalez, director of the retail consultant **Global Purchasing Companies**, based in New York City.

“There always will be multi-brand retailers who make money,” she said. “Conversion rates for many e-tailers are less than 2 percent. You should take the \$50,000 you spend on Facebook ads and spend them on two storefronts.”

If vendors do business on e-marketplaces such as Oonana, vendors will save money that they often give in commissions to middlemen.

“They can take risks on better styles. They can reach their price points and take on extra embellishment and stitching. The manufacturer and the consumer wins,” Kwon said. “They get better product for the same or lower prices from a retailer.”

Oonana’s retail price points range from \$30 to \$100, with core price points ranging from \$40 to \$50, Kwon said. ●

## TRADE SHOW REPORT

### Collective *Continued from page 1*

senior vice president at Emerald Expositions. “It doesn’t seem that **Amazon** is going to destroy the markets. Retail in general, especially the retailers who are being innovative, are going to do well.”

For their part, this meant that the shows needed to create experiences for their buyers to illustrate that they are more than just trade events—they are offering experiences, just as retailers should do as well.

“One thing that is new that we introduced is the Vitality Studio, which ties in really nicely because we are preaching wellness and a wellness lifestyle throughout the show,” explained Devon Damelio, sales manager for Active Collective. “We do workouts and have B12 shots, in addition to wellness activations that are not only about activewear but also a healthy lifestyle at the same time.”

On the swim side, it’s meant anticipating the needs of the customer through shifting concerns in the industry. While incorporating greater environmentally friendly efforts has been a major concern in apparel, for swim it’s become more personal as beachgoers and water-sports enthusiasts are more likely to see the negative impact on the environment of ocean pollution.

“The show has been good in swim so far,” said Jane Preston, vice president of sales for Swim Collective. “Sustainable is a big deal in swim that has bubbled up to the top.”

This meant incorporating water wear with products that are relevant to the industry. At the booth for **Cotz**, a reef-friendly sunscreen, National Account Coordinator Devin O’Donnell and Julie Zimmerman, who manages sales business development, saw an opportunity as concerns for the environment grow in the swim category. The pair saw buyers from New Jersey, Florida and Hawaii.

“Hawaii is great for us because in January 2020 it banned the sale of chemical sunscreens,” O’Donnell explained. “If people are interested in buying high-quality apparel, we also use high-quality materials.”

### Emerging swim trends

A push for sustainable approaches in the swim category has become a mission for organizations whose businesses rely on saving the oceans. This demand has become the cornerstone of **Loop Swim**, which is based in Shanghai and is looking to expand its presence into the United States. Through a partnership with the **Professional Association of Diving Instructors**, founders Itte Soni and Heather Kaye are promoting their commitment to cleaning up the oceans while outfitting the people who enjoy exploring the seas.

“We partner with PADI,” Soni said. “They are our only U.S. presence, and we are their only swimwear partner, which is mostly due to our sustainability.”



Onzie booth

Loop Swim booth

The brand’s sourcing for its swimsuits relies on **Repreve** made from recycled water bottles, flip-flops made from recycled rubber and cover-ups created using organic cotton from Turkey. Securing the partnership with PADI says a lot about the authenticity of the company’s commitment to promoting a healthy planet, and the brand remains on course to strengthen its sustainable efforts.

“We’re trying to change this from a linear program to be totally circular. The main goal is to keep it out of the waste stream,” Kaye said. “We are an invested crowd. When people go to the beaches and they’re littered with plastic, divers firsthand see the effects.”

Another trend buyers searched for in swim was expanded sizing. Riley Becker, founder of **Wild Desert Swim** in Ojai, Calif., enjoyed the bold tropical prints that are trending but wanted to find them in larger sizes.

“Right now, I am looking for styles that go up in larger sizes. I am focusing on brands that have lower price points but also carry bigger sizes,” she said. “I’ve found it at **Body Glove**. They have D–F cups for top sizes. That is awesome.”

Shopping right before the season hits was a priority for Becker, who mentioned that the show boasted trusted brands in addition to smaller lines that provided fresh takes on swim.

One of those emerging brands, **Akasha Swim**, brought co-owners Gina Colesanti, who is also the chief executive, and Anna Newsome, who designs the label’s pieces, from Fort Lauderdale, Fla., to Anaheim. The pair saw cheeky styles trending while tie-dye remained relevant. They bypassed trends in the category, instead creating swimwear that includes strategically placed vinyl panels that create the illusion of a multi-piece suit that stays in place without being sewn together.

“When they come to us, they love our translucent-vinyl trend,” Newsome explained. “That has been a main attraction.”

With a business focused on buying for luxury properties, Anne Salcedo, founder of the Orange County, Calif.–based

**AES International**, attended the show with her buyers Kim Selvaggi and Lynsie Rouk to find spa products and visit trusted brands such as **Solid & Striped**, **Helen Jon** and **Hat Attack**.

“For us, it’s easy to get up here. We buy most of our stuff at L.A. markets and New York, but this has enough where we can meet with our vendors and do four or five key things,” said Salcedo, whose clients include the **Montage Laguna Beach** and **Terranea**. “We’re looking for new spa products. We just pulled the trigger on **Kopari**, who has this new natural deodorant. It’s not too crunchy so it’s good for a luxury resort.”

### Actively engaging

On the active side, buyers wanted pieces that stood out through fabrications offering alluring textures. As the director of retail for **Gold’s Gym**, Dean Stith was visiting Active Collective from Dallas for the third year, searching for women’s and men’s layering pieces that included hoodies, crop tops and T-shirts. While he can’t have enough unique prints, this season he wanted rich textures.

“Texture woven into the fabric that looks like a print from afar,” he said. “It’s tonal and subtle, gets you some interest. There is a lot of that here.”

For April Unger, a Seattle-based merchandiser for **BDA Inc.**, the Active Collective show provided an opportunity to maintain a fresh approach through styles that have the potential to pop during the season.

“You walk away with apparent trends,” she said. “It helps when you’re trying to stay relevant.”

At the booth for Venice Beach, Calif.’s **Onzie**, owner and President Kimberly Swarth was putting her own spin on the animal-print trend but also offering pieces with deep texture.

“Animal prints are stronger than ever and getting more eccentric. Our number-one seller is our classic leopard. It’s shadowed and shaded in the right spots to flatter the body,” she said. “There is a lot of texture on tops—layering texture on texture.”

In addition to its new approaches to trends, the 10-year-old brand is introducing a sustainable collection made from yarns created from recycled plastic bottles, which will launch in April in time for Earth Day.

While the Onzie booth saw buyers from Florida, South Carolina, London and Germany, the company also received a visit from Ranim Hadid, founder of **Cyqlone**, a fitness studio based in Qatar. During her visit, Hadid wanted to find brands that could offer unique alternatives to mainstream brands such as **Nike** and **Adidas**.

“I am excited to bring some of these brands back home. I think it’s nice to bring some different exposure for the brands over there,” she said. “People over there need something different.” ●



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## Jobs Available

### GRAPHIC DESIGNER

Assist Sr. Graphic Designer with sketching garment flats; developing garment CAD's for sales/design teams; creating/editing textile prints; organizing digital assets; and requesting artwork, revisions, and recolors from vendors. Graphic Design degree or 1-2 yrs related exp; working knowledge of Illustrator, Photoshop (Indesign a plus); must be able to digitally sketch; detail oriented, excellent multi-tasker, a team player, and thrive in fast-paced environment.

Send resumes to [jobstcci@gmail.com](mailto:jobstcci@gmail.com).

### DESIGNER - WOMEN'S & KIDS

Established fast paced garment manufacturing company located in the City of Industry is looking for a Designer in Missy, Missy Plus, & Kids. Must have experience in knits and wovens – tops, bottoms and dresses. Work closely with the Merchandiser/Sales to develop seasonal trend, color and line plans. Ability to multi-task in a deadline driven fast paced environment with a positive attitude. Communicate daily with overseas factory in a timely manner. Must be organized and have 3-5 years experience.

Email resume & portfolio to: [howard@trinhnology.com](mailto:howard@trinhnology.com)

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### 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.

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For classified information,  
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## CITY OF HOPE'S

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Chicago  
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MARCH 7, 2020

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**MOLLY MELMAN**

Executive Partner and  
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New York City  
New York

MARCH 8, 2020

The Standard, High Line

EARLY BIRD CLOSES FEB. 9<sup>TH</sup>

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A woman with her hair pulled back, wearing a strapless white dress with a vibrant floral pattern in shades of pink, red, and purple. She is also wearing a dark, textured choker necklace and a large, ornate ring on her finger. She is resting her chin on her hand, looking thoughtfully at the camera. The background is a dark, monochromatic floral pattern that complements the dress.

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