

CALIFORNIA ApparelNews

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75

Fashionable Years

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Fashionable Years

California Apparel News has proudly reported on our industry for 75 years, but never have we seen times like these.

Our industry has been hit hard, to say the least, by a three-fold worldwide crisis—health, economic, and societal—but, as we come together to reimagine our industry, we will emerge better and more successful on the other side.

This tumultuous time gives us an opportunity—forces us, really—to do the hard work of changing our thinking and business models in order to succeed in this new world of challenges.

As *California Apparel News* marks its 75th year, we share a brief reflection on the history of our industry. We've come out of crises and upheavals before with great successes to show for it, and I have every confidence we will do so again.

As our industry moves forward, *California Apparel News* will proudly continue to record its accomplishments.

Thank you for 75 remarkable years.

Terry Martinez

CEO/Publisher



California Apparel News

A National Weekly Newspaper Devoted to the California Apparel Industry

VOL. I — NO. 27

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Millinery Showings Start Sunday

Millinery showings by 14 members of the Los Angeles Millinery Guild and seven members of the San Francisco Millinery Guild begin here Sunday for one week, to be followed by similar displays in San Francisco beginning July 22.

Los Angeles firms showing in their own showrooms are: Caspar Davis, Cathay Hats, Cine-Vogue, Grand Carlton, Grace Nugent, Leslie-James, Leo-Joseph, Monica, Regal, Rochelle of Hollywood, Ruby Ross, Suzi Lee, Weyman Brothers, Yvonne Millinery.

Bay City houses showing at the Biltmore Hotel are: Ideal Hats, Charles Landsburg, Dan Levin, Walter Muller, Pennington Millinery, Simon Millinery, Louis Skopp.

Tala Expects 250 to Attend Play Day on 'Friday the 13th'

The TALA (Textile Association of Los Angeles) Play Day at the Oakmont Country Club next "Friday the 13th," will provide a full day of fun for a capacity of 250 textile men and friends, according to Tilton Powell, TALA president. A few reservations were still available yesterday, it was announced.

With golf starting at 9 a. m. with cool-to-sultry Jack Kopp as starter, swimming and cards will be among the order of pastimes for the afternoon. Dinner, without benefit of speeches, and light entertainment as well as more cards are scheduled for the evening. War bonds will be given as golf awards and as door prizes at the dinner.

In tune with TALA's unfailing attention to men in the armed forces, the Birmingham Hospital has been invited to send out five men to join in the Play Day fun as TALA guests.

VACATION CLOSING

The Murray Goldstein plant has been closed all this week during the annual employee vacation period.



SVELTE HOSTESS ROBE designed by Addie Masters. This at home beauty features the new softly rounded look by way of deep armholes, hipline fullness and accentuated waist . . . of Phillip Wick's Petal Suede.

BOND BUYERS WIN COSTUMES AT G.I. DINNER

Celebrities Attend War Bond Fashion Show, Aquacade

A 7th War Loan G. I. Dinner, aquacade and fashion show was held Tuesday evening in the Pool and Sand Club of the Beverly Hills Hotel sponsored by the Cooks, Waiters and Musicians Union in cooperation with the 7th War Loan committee of the Los Angeles Beverage Industry. Members of the American Women's Voluntary Services sold bonds throughout the evening. (Continued on Page 2)

F. W. Woolworth Co. Acquires Long Lease on Bay City Building

SAN FRANCISCO, July 1 — The rumored purchase of the 12-story Flood Building at 870 Market St. by the F. W. Woolworth Co., was confirmed today by the conclusion of a 50-year lease.

Woolworth plans to raze the present building and erect its own building in 1950. It will house a new Woolworth store as well as the company's general offices.

The deal is the largest of a number of recent Market Street transactions embodying retail expansions when conditions permit.

CHAMBER URGES ABROGATION OF M-388 AND MAP

Purpose of Ruling Defeated, Says Edwards

Calling M-388 and MAP "pure regimentation" transcending the field of price control, the Los Angeles Chamber of Commerce last week went on record as opposing these orders and urging their abrogation. It was said in a statement issued by chamber President LeRoy M. Edwards.

Moreover, Edwards pointed out, a public demand for higher priced apparel now prevails, contrary to the government's intended rollback to lower quality items to meet a supposed need. Under present regulations which require manufacturers to maintain a lower average price line but which do not provide them with comparable grades of fabric, the government's purpose is threatened with total defeat and with an actual further depletion of store stocks, it was said.

If these regulations are not removed, the Chamber of Commerce foresees plant shutdowns, unemployment, black markets and lowered stockpiles of merchandise while some fabrics lie on the shelf unused.

The board of directors, in expressing itself in favor of the system of free enterprise, unanimously went on record in favor of the repeal of M-388 and MAP.

ADVERTISING FUND RISING IN CAMPAIGN

\$100,000 Subscribed in First Week of Drive

One week after the industry-wide meeting at which the California Year Round Fiesta of Fashions was formally presented by its sponsors (the California Apparel Creators) more than half of the \$200,000 goal had been subscribed to by manufacturers in support of the advertising and promotion program. Contributions to date have come from 106 firms, according to a report from executive director Lyman Thompson, late yesterday afternoon.

It is expected that within a month the full amount will be raised and that virtually all manufacturers will be participants, it was said. In the meantime, the area-wide program became effective the first of this week, although two important phases are pending further study. In order to provide an equitable month-to-month calendar of fashion events, by manufacturing categories, the advertising agency of Foote, Cone & Belding is conducting a canvass of the market before launching the calendared advertising program through the trade press. The display phase of the program, conducted by the William Stensgaard Store Promotion Council, is not expected to get under way until fall as investigations among the nation's retailers as to what would best serve them was commenced only this week.

In addition to the monies already raised and the balance to be gotten to reach the \$200,000 goal, the California Apparel Creators has on hand a reserve fund of \$62,000, Thompson said.

GOES EAST

Miss Marjorie Montgomery (Marjorie's Things) leaves today for New York where she will stop at the Waldorf. She plans to return about August 10.



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Stokowski's Baton to Open 'Symphonies Under the Stars'

"Symphonies Under the Stars"—one of the world's great musical events—will enter upon its 24th season Tuesday night in the Hollywood Bowl when the music of Bach, Wagner and Tchaikovsky will respond to the baton of Leopold Stokowski.

For eight weeks on Tuesdays, Thursdays, Saturdays and Sundays the huge outdoor amphitheater will be packed with music lovers as in past years. They will come from all walks of life, in evening gowns and diamonds, in slacks, in sport shirts, in summery frocks fluttering to the

Santa Monica tans acquired earlier in the day. They will hear great symphonies, "Music for Everybody" Sundays, such soloists as Artur Schnabel, Yehudi Menuhin, Jan Kiepura, they will have nine opportunities to see the great Russian Ballet performance.

In the relaxed comfort of outdoor California summer evenings the throngs will surge in with coats over their arms, watch the stars overhead, listen to great music performed by world famed artists, and eventually go home—with their coats on their backs and music in their souls.

California Apparel News

1940s



Bread-and-butter fashions ring cash registers.



Doll-waisted suits become the trend



Some of the many servicemen returning to the apparel industry

Post-War Expansion Plans for Publisher

In 1946, the first full post-war year, spirits are high, and there are “scores of expansion plans.” In February, *California Apparel News* founder and editor Joe Osherenko is preparing to launch *The Californian* magazine. The national newsstand publication is marketed as a source for “inspirational fashions born of the California way of life.”

Servicemen Return to Apparel Industry

California Apparel News editor Osherenko writes about the apparel industry in the new Atomic Age. “We can help to render [the atom bomb] impotent by contributing to a way of life so pleasant for all that none will be seized with the fiendish desire to use it toward our destruction.” As apparel-industry servicemen return from war, they are recognized and saluted. Now in its third year, the **Textile Association of Los Angeles** has grown to 270 members, and the **University of California, Los Angeles**, launches design classes in continuing education. By April, the Chamber of Commerce reports that more than 10 percent of the consumer’s 1945 dollars spent in California retail stores are dedicated to the purchase of apparel.

California Apparel Companies Set Up Sourcing From Australia

In March of 1946, five California apparel companies, including **Cole of California**, agree to set up production in Australia, sharing space in a converted former small-arms factory in the prime minister’s hometown. The umbrella company, **California Productions, Ltd.**, is controlled by Australian business interests, but the California companies retain their identities as subsidiaries. The popularity of California apparel is evident, yet, during April’s market, London-based visitors are said to be “just looking” because of the British government’s ban on imports of U.S. merchandise. The British buyers say they plan to import California fashion as soon as the restrictions are lifted.

More-Feminine Styles Emphasized After War

Post-war women’s fashions lead to more-feminine styles, as waists are defined and busts accentuated in tasteful silhouettes. This move away from the styles worn during the war when rationing was emphasized and women were encouraged to conserve fabric or update existing garments, aligns with the culture shift of women abandoning their roles in factories and returning to life as homemakers. Prepared to fulfill their domestic duties, women begin to wear gentler, feminine styles, epitomized in the first collection by a designer from Paris named Christian Dior—whose garments accentuate a woman’s shape and curves—when they are unveiled in the French capital early in 1947.

First Costume Design Oscars Handled Out

During the 20th anniversary of the **Academy Awards** ceremony, a new category is introduced to acknowledge the work of the dedicated artists who create costuming in film. With the introduction of the Oscar for costume design in 1949, the academy chose to highlight the work of costumers in two different categories—color and black and white. The first recipients are “Hamlet” and “Joan of Arc.”

California Apparel News

1950s



On Spring St., just below Seventh, the refacing of a large business and office building with the street level being readied for a retail outlet.



The Amelia Gray store allures with a black, white, gilt and tweed background as a picture-frame complement to the ever-changing color-themed fashions.



Tweeds in fashion



Coat dresses on trend



Pre-Easter promotion

Downtown L.A. in Metamorphosis

Downtown Los Angeles is slowly undergoing some very extensive alterations. By Aug. 18, at least eight major reconstruction jobs have been completed. Some buildings have been refaced; others have been torn down to give way to new buildings or parking lots. In mid-August, the city Parks and Recreation Commission signs a contract for the construction of a subterranean garage under **Pershing Square**—a project that has been sought for the past 25 years.

S.F. Valley Sears Opens

California's growing economic strength is reflected in new retail projects such as one of the largest **Sears** stores in America being opened around the corner from Laurel Canyon and Victory boulevards in Los Angeles' San Fernando Valley. "The two-story, 180,000-square-foot building will be run by a staff of 1,700 employees. It is estimated that the latest Sears retailing plant cost \$400,000 to construct." The emporium features a sprawling womenswear section "equipped with 21 dressing rooms, a large cafeteria, a roof garden and a conveyor-equipped receiving and marking room where merchandise is moved from deep inside delivery trucks on overhead tracks down into the hands of stock people."

New Stores Enjoy Big Volume

Business volume exceeding all expectations marks the area's two big new stores—**Robinson's Beverly** and **May Co. Lakewood**. Sales figures are not available, but overtaxed parking facilities and jam-packed mobs in the stores have made it impossible for store executives to deny that traffic has exceeded their highest hopes. Opening stock in the new May Co. operation is quoted at \$5 million, while Robinson's Beverly has a startling inventory believed to be at about \$3 million.

Ann Lowe Designs for Affluent Clientele

An accomplished dressmaker for the wealthy in United States society, Ann Lowe designs bridal-party dresses and a portrait-collared gown comprising 50 yards of ivory silk taffeta for the anticipated nuptials of Jacqueline Bouvier and U.S. Senator John F. Kennedy. According to the **National Museum of African American History & Culture**, Lowe's work was worn by clients including the Auchinclosses (Bouvier's stepfamily), the DuPonts, the Rockefellers and the Roosevelts. As a pioneer in fashion history, Lowe is considered by many to have been the first African American designer to publicly gain a successful following.

Editors Endorse California's 'Cultured Sportswear'

California's "cultured look in sportswear" is unanimously cited by the nation's creative editors reviewing the market's Cruise and Resort collections as guests of **California Fashion Creators** during press week. Esther Hotten, director of women's activities for radio station **WTMJ Milwaukee**, is enthusiastic about the market on her first official press-week visit. "The market is more 'self-confident,' and there is 'less bizarre and wiser use of color,'" she said.



The President and Mrs. Eisenhower



Gov. Goodwin J. Knight signs a declaration that makes "Made-in-California Week," slated for April 15–21, an official statewide event. Watching the governor sign the declaration are, left to right, Franklin Archer (J. W. Robinson Co.), chairman of the California Retailers & Manufacturers committee; Emanuel H. Fineman (Hollywood Casuals), president of California Fashion Creators; Louis Tabak (Tabak of California), co-chairman with Archer; and Walter Powers (May Co.), general chairman of Made-in-California Week.



At the Fabric Futures Fashion Show, milliner Rex's (with his model, Maruja) beautiful hats and his dexterity in handling them provided a stimulating interlude in the program.



James Galanos prophesies the full-length patio dress for summer. The style shown here has a white linen bodice darted and seamed in the inimitable Galanos manner.



Catalina Reveals Out-of-This-World Collection

Retailing's Most Talked About Block

Taking its place among such celebrated "avenues of fashion" as Fifth Ave., the Rue de la Paix and Bond St. is a strip of Wilshire Boulevard in Beverly Hills spanned on the east by the **Beverly Wilshire** hotel and on the west by the new **J.W. Robinson's** department store—a milestone in decentralized store planning—and the forthcoming **Beverly Hilton** hotel. One small block in particular can be said to epitomize the high-fashion gamut of the area, for on the stretch from Bedford to Roxbury can be found **Jax**, active "avant-garde" sportswear; **Hansi**, a casual-sportswear boutique; **Mathews**, sophisticated sportswear combined with simplicity in "after-five"; and **Amelia Gray**, the area's better-dress salon.

Ike in a Robe From M. Jackman

California Apparel News publisher J.R. Osherenko covers a big coup for California designers. U.S. President Dwight Eisenhower wore outerwear made by California manufacturer **M. Jackman**. Osherenko wrote about how the 34th president of the United States got the Jackman piece. "It seems one of the President's golfing companions in Atlanta has been a Jackman customer for years. When Eisenhower admired his Jackman clothes, his friend ordered some special golfing outfits made up for the President. After Jackman had delivered the golfing clothes, he felt it would be a nice gesture to present the President with one of his firm's luxurious robes."

Gov. Knight Urges Support for 'Made-in-California' Week

Plans for the observance of **Made-in-California Week** April 15–21 move into their final stages with the signing by Gov. Goodwin J. Knight of his official recognition of the event. "California has gained international renown for the gracious, comfortable, convenient standard of living which we enjoy here," Gov. Knight said. Gov. Knight further pointed out that the popularity of California-made goods in the trade marts of the world has been translated into "vitally important contributions to our economy."

Catalina Reveals Out-of-This-World Collection

An infinite variety of fabrics, silhouettes and colors are represented in the new **Catalina** collection previewed by members of the brand's sales organization at the 50th anniversary sales meeting at the **Ambassador Hotel**. Soft drapery often replaced the perennially popular shirred sheath, and many styles boasted a decidedly sarong effect. This flattering new sculpturing plus glimmering, glamorous fabrics are calculated to put a woman in a fashion world of her own, said Dick Figueroa, vice president and merchandise manager of Catalina.

Galanos Winner of Coty Fashion Critics Hall of Fame Award

Los Angeles designer James Galanos gains acclaim for designing gowns for Nancy Reagan, Jackie Kennedy and Grace Kelly. His design career started in Los Angeles in 1951, and he gained notoriety quickly. In 1959, he wins the **Coty American Fashion Critics Hall of Fame Award**. The 1959 honor marks the third time that Galanos had won the Coty Award; he also was honored in 1954 and 1956. The ceremony is held at a black-tie event in the fashion wing of the **Metropolitan Museum of Art** in New York City.

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California Apparel News

1960s



Casual fashions and primarily patriotic colors in white, with red or blue or both at the Los Angeles Sports Arena to align with the Democratic convention



Fashion Futures luncheon show



A Hang Ten advertisement from 1969



The California Mart



Rudi Gernreich miniskirt design
Courtesy of the FIDM Museum's Rudi Gernreich Archive

Los Angeles Costumed for Democratic Convention

The Democratic Party nominates John F. Kennedy for president at the 1960 convention in Los Angeles, and local retailers celebrate the event. Stores are decked out with banners, bunting and flags. **May Co.** wins the race with red, white and blue marquees over its entrances proclaiming "Welcome Democratic Delegates!" A few days before the presidential election, a poll of *California Apparel News* readers is published with approximately 71 percent of those polled supporting Republican candidate Richard M. Nixon. One week following the election, an article is published with the headline "California Apparel Industry Takes Election of Kennedy in Stride."

Automation Drives Rise in Employment for Retail Stores

Rather than reducing personnel in retail establishments, the increased use of electronic computer equipment is expected to play a part in adding people to the retail workforce as indicated this week by Stephen C. Bilheimer, president of the retail giant **Silverwoods**. Bilheimer, who serves as chairman of a Los Angeles Chamber of Commerce research-committee panel, asserts that the increased efficiency and rapidity made possible by automation in merchandising and accounting procedures have spurred store expansion.

Gernreich Wins 2nd Coty Award

Rudi Gernreich, best known for his topless monokini, captures the 63rd annual **Coty American Fashion Critics Award**. This is Gernreich's second Coty Award. In 1960, he was the recipient of a special honor for revolutionizing swimsuit styling and creating a great American classic in his knit maillot. The Coty Award is fashion's most coveted honor based on creativity of design and high standards of workmanship. It is designed to recognize both fresh new talent and mature and consistent design ability.

Hang Ten Rides Big Wave

Fashion experiences a revolution in the 1960s with California serving as one of the hubs of the style shift. The state served as the cradle of denim workwear in the late 19th century. By the 1960s, denim is the uniform of stylish youth, and California designers and entrepreneurs build it into a multi-billion-dollar business. Around the same time, the big wave of surf fashion starts in California with brands such as **Hang Ten**. While bikini swimwear was introduced in France just after World War II, California designers make the bikini popular fashion on almost any beach. As 1960s fashions evolve, think Nehru jackets, paisley prints, miniskirts and tie-dye.

California Mart Dedicated

For many years, people doing business in California's fashion market had been saying, "What this market needs is a central location, a merchandise mart that will be the focal point. We're too scattered. This market isn't as convenient as it ought to be." On Jan. 30, 1964, at 5 p.m., the California apparel-industry merchandise center was officially unveiled. Tower A of the **California Mart**, on which its first piece of steel had been laid on Jan. 20, 1963, held its grand opening ceremony with Mayor Samuel W. Yorty dedicating the building.



Barbra Streisand



Endless Summer poster by John Van Hamersveld, art director for *Style Magazine*, a *California Apparel News* publication



Carol Spencer designs for Barbie



FIDM campus



The Gap Store on Ocean Avenue in San Francisco, circa 1969

‘Costume Designers’ Guild Awards: And The Winner Is—Barbra Streisand!

“And the winner for the best-dressed actress is—Barbra Streisand!” The scene is the **Costume Designers Guild** annual awards dinner-dance at the **Century Plaza Hotel**. Streisand was feeling good. She had even stopped for photographers when she entered the lobby of the hotel. “It is very flattering for a professional person to receive an award, but to me the most flattering thing is to be recognized as a woman...and what other field represents women more than fashion?,” she says while accepting the gold trophy.

Carol Spencer Designs for Barbie

Carol Spencer gains fashion fame when she begins designing for **Barbie**, the doll that would go on to become a sought-after toy in the United States and gain status as a cultural icon. In April 1963, Spencer answers a help-wanted ad she saw in *California Apparel News*. Toymaker **Mattel** was looking for someone to make outfits for Barbie. Spencer made several pieces for Barbie, including a halter top and a boy-short bikini for the doll. Spencer secures the Mattel job and makes a career out of dressing Barbie.

FIDM Founded in Downtown Los Angeles

Fashion education gains momentum at the end of the 1960s when the **Fashion Institute of Design & Merchandising** opens in downtown Los Angeles in 1969. Founder Tonian Hohberg builds FIDM through her vision of establishing an institution of higher learning for students who are focused on developing artistic skills and design. The location in downtown Los Angeles at 919 S. Grand Ave. affords students an environment immersed in the apparel-making industry and the glamorous style-centric culture of Hollywood.

Endless Summer

At *California Apparel News*, the people who put together the paper also made major contributions to popular culture. Among them is John Van Hamersveld, who served as art director for *Style Magazine*, a *California Apparel News* publication. He is best known for designing some of the 1960s iconic images, such as the poster for the pioneering surf film “The Endless Summer” as well as the album covers for the **Beatles’** “Magical Mystery Tour” and the **Beach Boys’** 1967 album “Wild Honey.” In later years, Hamersveld worked on covers for the **Rolling Stones’** “Exile on Main Street” and **Blondie’s** “Eat To The Beat.”

San Francisco Couple Opens The Gap

On Ocean Avenue in San Francisco, Don and Doris Fisher open the first **Gap** store in 1969. The store’s mission is to ease the process of buying jeans, selling men’s **Levi’s** plus music, referred to as “record tapes” at the time. In addition to their dedication to offering denim, the Fishers are also committed to running a business that will contribute to the greater good. The couple’s commitment to the community lays the groundwork for a business they hope will positively impact the world.

California Apparel News

1970s



Coco Chanel



Plain Jane (left) madras cutaway vest closes up with six little buttons over front pleated high-waisted trousers. Cecily knits up a crew-neck sweater with skinny ribbed waist.



Rudi Gernreich's new revolutionary swimsuit cut



Joseph R. Osherenko



Each One Bring One Rally, 1972

Publisher J. R. Osherenko Dies

After founding *California Apparel News* 25 years earlier, publisher Joseph R. Osherenko passes away on April 26. Known as J.R., Osherenko started in the magazine industry in 1936 by acquiring *California Stylist*. He continued to build his fashion-news business with the launch of *California Men's and Boys Stylist* in 1941, followed a few years later by *California Apparel News*. His *Blue Book* directory was unveiled in 1955. In 1966, Osherenko built a structure for editorial and business departments at 1011 S. Los Angeles St., while the printing business continued at 1020 S. Main St. Osherenko launched *Style for Men* in 1969, completing his portfolio of **California Fashion Publications**.

Coco Chanel 1884–1971

On Jan. 10, 1971, Gabrielle “Coco” Chanel dies in Paris at the age of 81 years old. Creating a classic look in women's suiting, strands of pearls and laying the groundwork for what would eventually become a woman's wardrobe staple—the little black dress—Chanel was a pioneer of fashion in the 20th century. While Chanel's fashion influence is undeniable and her work ethic unmatched, rumors of her secret as a Nazi sympathizer during World War II continued to swirl after her death. Throughout her career in fashion, Chanel threatened to leave the industry, yet she remained at work on new designs until her final day.

Equal Rights Event on Tap

“To support the Equal Rights Amendment to the U.S. Constitution,” **Theta Sigma Phi**, the national professional society for women in journalism and communications, organizes an “Each One Bring One” rally on Jan. 21, 1972, at **El Pueblo De Los Angeles State Historical Park**. Influential voices of support from within the apparel industry include Philip Hawley, chairman of the board of **The Broadway**; Bernard Brown, president of **California Fashion Creators**; Jack Berger, president of the **Textile Association of Los Angeles**; Arnold Kinsler, principal of the **Kline-Kinsler** buying office; Morey Millman, president of the **Men's Apparel Guild in California**; William Arnold, president of **Robinson's**; and Jerry Magnin, president of **Jerry Magnin Associates**.

Hermès Opens First U.S. Unit

French luxury brand **Hermès** opens its first location in the United States on Dec. 15, 1972. The Beverly Hills, Calif., store opens at 343 N. Rodeo Drive following a presence through U.S. distributors **Bonwit Teller**, **Garfinkle's** and **Neiman Marcus**, where these partners sold the brand's wallets, belts, gloves, jewelry, silver, ties, the popular “Hermès Agenda,” golf bags, umbrella handles, apparel, **Caleche** perfume, custom leather car interiors, alligator backgammon sets and its signature silk scarves. Taking inspiration for its Paris store on the Faubourg S. Honoré, the Beverly Hills store relies on window-display inspiration from its Parisian counterpart, which incorporated the Hermès carriage museum.

50 Candles on Saks Cake

With 31 stores comprising an empire that Andrew Saks began building in 1924, luxury retailer **Saks Fifth Avenue** turns 50. By the time the retailer reaches this anniversary, the brand has put down roots in California with locations in Beverly Hills—its first shop in the state—La Jolla, Palm Springs and Woodland Hills, with planning underway for a store in Newport Beach. The company's president, Norman Wecheiler, tells *California Apparel News*, “Today, customer service is even more important. We have stressed a high level of customer service in the past—we do so now—and we will even more in the future.”



Aretha Franklin attends the Academy Awards

Bonnie Strauss for Strauss
three-layered
dressing



Punk rock hits Macy's



Slam Belts, a division of Mahler, creates belts in stretch jute, leather or denim, many of which include python and tortoise-style accents



A rendering of the Beverly-La Cienega Center scheduled for fall 1980

Pret-a-Porter to Showcase American Fashion Makers

For the first time in its history, the **Pret-a-Porter** European ready-to-wear showcase plans to host brands from the United States during its Paris event. During the Oct. 19–24 show, held at the **Port d' Versailles**, Los Angeles brand **Joshua Tree** and San Francisco label **Esprit de Corps** would join 25 other brands from the U.S. Supported by the U.S. Commerce Department, the show would feature an American Pavilion to showcase brands from the United States with Joshua Tree spending \$1,350 to rent a booth in the section where it would show approximately 60 styles. Esprit de Corps plans to show looks from its lines **Sweet Baby Jane**, **Plain Jane**, **Cecily** and **Rose Hips**.

Back in Town

Jon Mandl returns to Los Angeles following time spent designing in New York and traveling the globe. Upon his return, Mandl unveils his Fall 1975 women's collection for a discerning clientele seeking day- and eveningwear. Looks from the designer include velvet pants paired with a red-sequin halter top. Juxtaposing this more-masculine style with a romantic feel, Mandl also created a hand-painted, spaghetti-strap, empire-waist chiffon dress with matching scarf that relied on extra length to complement the long skirt featured on the dress.

Punk Rock Hits Macy's

Drawing inspiration from the punk-music underground movement, in 1977 **Macy's** brings the culture of the genre to the mainstream. With a punk rock-inspired T-shirt from **Punk Shirts by Jim and Pam** selling out, Macy's harnesses the spirit of punk and channels it into clothing that resonates with consumers. The style features the word "Punk" printed in a font the retailer felt reflected the culture, in addition to a transparent pocket featuring a picture of the **Sex Pistols** as well as a paper-clip chain safety pinned to the garment. The shirt retails for \$16.

Bill Proposes Licensing of Apparel Manufacturers

State assembly member Herschel Rosenthal (D-Los Angeles) introduces a bill that would require garment businesses that specialize in "sewing, cutting, making, processing, repairing, finishing, assembling or otherwise preparing any garment for sale or resale" to obtain a license. The initiative, which is proposed to ensure proper payment of apparel-industry workers, is also supported by the **International Ladies Garment Workers Union**. Many business owners within the industry are opposed to the measure.

Beverly-La Cienega Center Scheduled for Fall 1980

Planning begins for the **Beverly-La Cienega Center**, an innovative concept for the vertical shopping center. As a solution to the decreasing amount of land and the high price of commercial real estate, the center is planned to occupy nine acres and include 850,000 square feet of retail. When planning begins in 1979, the center is projected to be completed by fall of 1980. It is slated to include two department stores to anchor the property and boast 120 specialty shops, financial institutions, restaurants and parking for 3,100 vehicles.

California Apparel News

1980s



Olivia Newtown John in Xanadu



OP Juniors advertisement



Dance Center's
Lycra-spandex
leotard



Susan and Tommy Hilfiger



Karen Alexander's prairie skirt in a crinkle chambray
accented with a tapestry yoke and fringe trim

Merchandising Goes Big Time

Apparel becomes a new, profitable and very visible form of movie and celebrity merchandising. By 1980, seeing a film title or a famous name on clothing is as common as seeing them on a movie marquee. The reason for it is the explosion of licensing. New apparel lines with names ranging from **Xanadu** to **Urban Cowboy**, from **J.R. Ewing** to **Italy's Jesus**, pop up more frequently as more manufacturers, in addition to movie and television studios, realize the financial benefits of celebrity licensing.

Chorus Line Fever

Flexible and colorful dancewear, previously considered to be a specialty item, shoots into the market with a versatility that is unmatched. Once hidden in dance studios and exercise gyms, leotards now triple as swimwear and outerwear—with legwarmers and tights complementing the new trend—adding a new spectrum to the apparel industry. The big news comes with the introduction of a cotton/Lycra blend, adding comfort and offering a breathable flexibility that is perfect for a vigorous workout.

Nobody Does It Better Than California, Say Buying Office Execs

Nobody does it better than California, said representatives of local apparel-buying offices in a survey covering the appeal of California-styled clothing. "California-ware" continues to receive mass consumer acceptance that is projected to continue for the unforeseen future, according to the buyers' report. The look is casual and the feeling is fresh, designed primarily with the body in mind for comfortable, versatile wear. California designers accurately target the look, said the representatives, but the look itself is purely homegrown—spawned by the California people and advanced by the designers.

Married Designers Susan and Tommy Hilfiger Split Collections

Like other young, married professionals with successful careers, Susan and Tommy Hilfiger often experienced the bittersweet pangs of irony that often accompany success. The Hilfigers, unlike most married designers, preferred working on separate collections rather than restricting their talents to one label. Both created silhouettes that captured the ease and simplicity of the popular fashions in 1983. Their **Click Point** and **O'Tokyo** brands maintained a distinct and often complementary philosophy in design and concept.

The Best of the West

The revival of the Western cinema, namely "Silverado," marks the return of a gamut of western-inspired attire cast in a variety of styles for the junior-contemporary market. As a prelude to Spring 1986, looks with the fervor of the American Heartlands take a formidable position in denim, chambray and homespun fabrications. Chambray is touted as a favorite, particularly strong in shirtwaist and dropped-torso dress silhouettes. Bustiers with full-circle skirting are scene stealers.



Ocean Pacific's Pro Surfing Championship in Huntington Beach



The Limited

Design by
Richard
Tyler



Patrick Kelly



Brian Wilson, Jr., at MAGIC for Cross Colours

Surfwear Is More Than a Passing Wave

Like many other popular sports, surfing becomes more than a pastime—it evolves into big business. An accredited professional sport, surfing becomes the center of network-covered competitions, stacks of magazines, as well as profitable equipment, apparel and accessories. The surfer look is a fashionable mainstream style. While the majority of retail stores that cater specifically to the sport's enthusiasts are owned and staffed by surfing aficionados, a few swimwear manufacturers such as **Eeni Meeni** and **Ocean Pacific** embody the spirit of the surfer look and beach lifestyle.

Retailers Cash In On Specializing in Specializing

In 1967, department stores are thriving, so who would have thought that 20 years later a store resembling a jungle and carrying safari gear and housing a jeep careening out of its storefront would be among the most successful retail operators in the country? Or that a chain of Victorian boudoirs, complete with 19th-century antiques and soft pink lighting in a perfumed atmosphere, would set the intimate-apparel world on fire? Apparel specialty-store owners with a tremendous amount of foresight and ambition did. Of course, stores like **Banana Republic** and **Victoria's Secret** went on to have a lot of company.

Patrick Kelly Honored

Admitted to the **Chambre Syndical Du Pret-A-Porter Des Couturiers et Des Createurs de Mode** in 1988, Patrick Kelly becomes the first American to have the honor of being included in the French trade organization for women's ready-to-wear apparel, placing him among some of fashion's most iconic designers. According to the **Council of Fashion Designers of America**, Kelly, who was born in Mississippi, still faces challenges in Paris as a Black designer. He responds to these hurdles by supporting Black women on the runway.

Cross Colours Launches With New Concepts in Streetwear

Surf Fetish colleagues TJ Walker and Carl Jones launch Cross Colours in Los Angeles with a new concept that steers streetwear influences from the late 1980s into the early 1990s with models including Djimon Hounsou, Dr. Dre, Snoop Dogg and Earvin "Magic" Johnson, in addition to a celebrity following that includes Tupac Shakur, TLC and Jamie Foxx. Taking in orders of approximately \$10 million during the February 1990 edition of the **MAGIC** trade show and with an undeniable popularity among young people, the colorful brand with a message of peace, unity and beauty within underrepresented groups proves its profitability and impact.

The Tale of Tyler the Tailor

Richard Tyler, an immigrant from Melbourne, Australia, becomes a true-blue Angeleno. Achieving the California dream, Tyler sewed and cut his way into the elite group of the state's custom and costume designers catering to the luxury market's power dressers within the entertainment world. His men's and women's suits appeal to the **Armani** set because of the precisely placed handmade details and the glove-like fit.

California Apparel News 1990s



Inaugural S.E.A. Awards



Mr. Blackwell

First S.E.A. Awards a Successful Maiden Voyage

The inaugural **Swim Environmental Awareness** gala is hosted at the **Westin Bonaventure Hotel** in Los Angeles to benefit **The Costeau Society**. With more than 500 guests, the black-tie event raises over \$50,000. In addition to a cocktail hour and five-course dinner, the night's activities include a silent auction that includes environmentally inspired swimwear. Six high bidders—**Catalina**, **Why Things Burn**, **La Blanca**, **Speedo**, **Brenda Welch** and **Hobie**—win the opportunity to be modeled. The evening also includes a film viewing that reveals the plight of the sea dragon, an endangered species.

Life After the Riots

Following the March 3, 1991, police beating of Rodney King by officers from the **Los Angeles Police Department**, the victim's assailants are found not guilty on April 29, resulting in rage stemming from the injustice. After the verdict is handed down in Simi Valley, Calif., rioting begins in Los Angeles, much of it in the city's southern region, with retail stores looted and vandalized. Despite an April 30–May 4 dusk-to-dawn curfew, stores from large department operations including **I. Magnin Bullock's Wilshire** and **Sears, Roebuck & Co.**, in addition to smaller operations, suffer extreme losses and damage, such as \$200,000 worth of goods stolen from **Frederick's of Hollywood on Hollywood Boulevard** and the **\$5 Clothing Store**.

Mr. Blackwell Joins Staff

Born Richard Selzer in Brooklyn, N.Y., the designer and famous fashion critic Mr. Blackwell joins *California Apparel News* as a guest columnist. Known for his often biting critiques and rare compliments of celebrity style, Blackwell reached a level of recognition that rivaled the A-listers whose fashions he reviewed. In his first article under the "Blackwell's People" column, Blackwell addresses "Dress Code Etiquette" in which he chastises fashion rebels who don't abide by event dress codes. The column criticizes a new culture in Hollywood that bypasses the town's former red-carpet glamour and advises readers, "If you can learn **Nintendo** in five minutes, you can learn to tie a bow tie properly."

Betty Bottom Showroom Supports HIV/AIDS Research

Following the November 1991 announcement by Earvin "Magic" Johnson that he would retire from his position on the **National Basketball Association's Los Angeles Lakers**, apparel-industry businesses step up to show support. The **Betty Bottom Showroom, Inc.** announces that it will donate \$500 per month during the entire year of 1992. The showrooms message reads, "Thank you, Mr. Earvin (Magic) Johnson for making us more aware. We at the Betty Bottom Showroom, Inc. also believe in Magic." The wholesaler and the brands it represents pledge to support **APLA**, the **Minority AIDS Project**, **AMFAR** and the **Maternal-Child AIDS Clinic at LAC + USC**.

Apparel, Textile Executives React to NAFTA

The North American Free Trade Agreement, which opens commerce between the United States, Canada and Mexico, passes the House of Representatives and the Senate to mixed opinions from apparel-industry business leaders. While supporters feel the legislation will open trade to entice Mexico's middle class to buy goods from the country's neighbor to the north, those leaders of businesses that operate on a smaller scale envision a crushing blow to apparel-industry employment with job losses expected once workers in certain segments of the trade are no longer needed from domestic workers as these positions are outsourced.



Sirena's high-neck, soft-cup maillot in a Jaspé stripe sports solid insets at the legs

Thank You
Mr. Earvin (Magic) Johnson
for making us
more aware.

Ad from Betty Bottom Showroom and partners



Anthony Moorcroft summer design



Bullock's in Northridge destroyed by 6.6 earthquake



Heathyr Lawrence Hall



Design by
L. Bates



Vans Skate Park at The Block of Orange



Summer '96 trends fuse surf, skate and streetwear influences

Southern California's Apparel Industry Copes with Shaker and Fashion Week Jolted by Earthquake

In the midst of the Summer 1994 market, held Jan. 14–18, a 6.6 earthquake shakes the Los Angeles area in the early morning hours of Jan. 17. Early projections estimate the quake resulted in 47 deaths—a figure later increased to 57. Initial figures for damages are estimated between \$15 billion and \$30 billion, which are later tallied at \$20 billion with \$49 billion in economic losses. Other operations closer to the Northridge epicenter in the San Fernando Valley are not as fortunate, such as a **Bullock's** department store at the **Northridge Mall**, which is demolished.

In-Your-Face Apparel

The mid-1990s bring apparel to a crossroads between more-shocking elements of the cultures of hip-hop, grunge and the feminist sexuality of the riot-grrrl movement. **Zooport Riot Gear** creates T-shirts that feature images of controversial figures including cult leader Charles Manson and cannibal Jeffrey Dahmer. Heather Lawrence Hall, owner of **Her Majesty**, which includes the **Mantrap** brand, relies on blunt messaging with a few choice alternate words for female genitalia. Other businesses have divided their efforts between controversial lines such as Ash Hudson's **Con-art**, which relies on T-shirts featuring silkscreen graffiti images, and the controversial apparel in his **Kaotic** line.

California Fashion Association Formed

In order to afford a collective voice to the California apparel industry, the **California Fashion Association** is formed in 1995 as a collaborative body in addition to serving as a representative for interaction with the government and media. The trade network comprises manufacturers, suppliers, educational facilities and industry associates. **Karen Kane Corporation** President and owner Lonnie Kane serves as the nonprofit association's chairman. **California Market Center** General Manager Ilse Metchek assumes the role of executive director of the **California Fashion Association**.

Versace's Death Stuns California Fashion World

On July 15, iconic Italian fashion designer Gianni Versace is murdered in Miami, shot while returning to his South Beach home from a morning stroll. Without any motive for the killing, by gunman Andrew Phillip Cunanan—who later killed himself and murdered four others during his murder spree—many in the fashion industry are left shocked. Known for his colorful and sultry garments, Versace was also famous for featuring on his runway the era-defining supermodels including the decade's core four: Naomi Campbell, Cindy Crawford, Linda Evangelista and Christy Turlington.

Vans Skate Park Opening

It was the culmination of success for the passionate skateboard veterans whose love of the sport led them to create gear for themselves and their peers when the **Vans Skate Park** opened at **The Block of Orange** in Orange, Calif. The 40,000-square-foot space is the world's largest skate park and features the most advanced technological offerings for this type of venue. A skate enthusiast's dream, the skate park features an 80-foot vertical ramp, a 20,000-square-foot street course and two in-ground cement skate pools. There is also a retail center, 6,000-square-foot mezzanine, food vendors and interactive video games.

California Apparel News 2000s



Brave New Unwired World aims for cyberstyle.



Tukatech CEO Ram Sareen watches Joe Ganete cut the ribbon to open the new Tukacenter.



Michelle Mason shows at Los Angeles Fashion Week



Rodeo Drive



Marithe + Francois Girbaud

And They're Off! Web Exchanges Jockey for Position

Business-to-business e-commerce sites start gaining momentum for the apparel industry in 2000. The exchanges are pitched as being able to boost profits by bringing together buyers and suppliers globally and by condensing the product development cycle. Two of the industry's biggest names, **Walmart Stores Inc.** and New York-based branded manufacturer **Liz Claiborne Inc.**, are early adopters of the technology, investing millions to create exchanges for their employees and suppliers. Just a few years later, these sites would help transform the business.

Tukacenter Debuts in Fashion District

The **Tukatech** fashion-technology company opens a Tukacenter in downtown Los Angeles in May 2001. Tukatech executives hope the Tukacenter will bring high-tech CAD-based patternmaking to the masses. The opening draws a number of industry dignitaries. Ram Sareen, Tukatech's CEO, is quoted referring to the center and its technology offerings as providing a day of liberation for Los Angeles' smaller manufacturers. The small businesses may not otherwise have been able to afford the price tags of similar CAD systems, digitizers and other new technology from his competitors, he said.

Premium Denim Takes Hold

California is the cradle of denim styles, and Los Angeles is the site of a major growth spurt in denim during the early 2000s. People from across the world travel to L.A. to show new denim designs and strike it rich in this era's denim rush. Independent designers including **Huzzi** are showing denim styles at independent fashion shows such as one produced by the **Coalition of Los Angeles Designers** in November 2002. Brands that are already making a name for themselves such as **Marithe + Francois Girbaud** also unveil denim looks during special events at the **California Market Center**.

Los Angeles Fashion Week: Organizers Are Reviewing Schedules and Locations

Schedules clash for separate **Los Angeles Fashion Week** producers. The owners of **Smashbox Studios** in Culver City, Calif., where five days of fashion shows are held in fall 2003, and the organizers of **Mercedes-Benz Shows L.A.**, which stages fashion shows during the same week at the **Downtown Standard Hotel** and nearby **University Club** in Los Angeles, are urged to coordinate their events by people in their growing audiences.

Top Designers Revive Rodeo Drive

Iconic designers and retailers ranging from **Prada** and **Michael Kors** to **BCBG Max Azria** spend much of 2004 opening new shops on Rodeo Drive or expanding their stores at Beverly Hills' top address for high-end retail. The year's flurry of real-estate activity on the 300 and 400 blocks of North Rodeo Drive is a confirmation that the luxury market is strong, witnessed by the spike in consumer interest in the premium-goods category.



Isaace Nicholson



Huzzi



Irvine, Calif.-based Stüssy opens a store in Hawaii



Carolina Herrera unveils new designer boutique on Melrose Place



Gov. Arnold Schwarzenegger greets workers at Blue Cop, a Vernon, Calif., contractor that makes sample blue jeans for Blue Cult Inc.



Directives West's Sandy Richmond and Stony Apparel's Tony Litman (pictured with the California Fashion Association's Ilse Metchek, center) are co-honorees at the annual Fashion Industries Guild gala in Beverly Hills.

Gov. Kicks Off Factory Sweeps

Surrounded by scores of workers making blue-jean samples in Vernon, Calif., Gov. Arnold Schwarzenegger announces on July 29 that the state would mount a major campaign to root out garment contractors not complying with state labor and tax laws. Employment sweeps are made in various cities in California to find apparel makers who are not paying their workers a fair wage and do not have garment-manufacturing licenses.

Melrose Place: Off the Beaten Path and on Designers' Radar

Fashion houses **Oscar de la Renta**, **Monique Lhuillier** and **Chloe** open new boutiques on Melrose Place during spring 2006, as does New York-based Carolina Herrera with a red-carpet opening for her new boutique. During the years that followed, fashion houses such as **Balenciaga** and **Isabel Marant** would open shops on the quiet, tree-lined street that veers off of busy Melrose Avenue.

Making Eco Ready for Fashion

When Isaac Nicholson pitched designing organic fashion lines to various activewear labels before 2003, the designer and consultant consistently received red lights for green fashion. "I remember one guy telling me, 'It's just too expensive to save the Earth now,'" Nicholson remembered. But Nicholson found that trends had caught up with him. The same labels that might have initially rejected his ideas came to embrace his environmental expertise.

Stüssy, Streetwear Brands Bucking Trends in Slow Economy

The economy slows down during the months preceding and, of course, during the Great Recession. But **Stüssy** and a handful of other streetwear brands gain momentum. Stüssy is one of the granddaddies of the burgeoning streetwear fashion movement, opening a Las Vegas store in March 2008. Other streetwear brands are also rolling out new stores. Los Angeles-based **The Hundreds** opens a San Francisco boutique, also in March 2008. A short time later, streetwear brands opened stores on Los Angeles' Fairfax Avenue, making that street a hub for high-end streetwear.

Hints of Recovery for L.A. Majors Market Exhibitors

"Better than April!" This is the recurring refrain among exhibitors at the October 2009 run of the **Los Angeles Majors Market**, which features juniors and volume merchandise and is geared toward department stores and chain retailers. Many department stores and chains had taken steps in the previous year to protect themselves from the ravages of the Great Recession, one of the roughest economies in memory.

CALIFORNIA ApparelNews 2010s



Kentaro Kameyama
shows at FCI Fashion
School



Dress for Success



Michael Costello
shows during 2nd
annual Runway
Wonderland
charity event



Carl Louisville



Kevan Hall shows at Fashion Row.

Apparel News Group Purchased by Industry Veteran Terry Martinez

In its 68th year of publication, the **Apparel News Group**, parent company of *California Apparel News*, is sold to **TLM Publishing Inc.**, owned by Terry Martinez. After purchasing the company from **MnM Publishing**, Martinez makes the transition from director of sales and marketing, a position she has held since 2001, to chief executive officer and publisher. Martinez joined the *California Apparel News* in 1998 as an account executive, later receiving a promotion to national advertising manager in 2000. In addition to *California Apparel News*, the sale includes *ApparelNews.net*, *Waterwear* and *Decorated*.

West Hollywood Fur-Sale Ban Goes Into Effect

On Sept. 21, Los Angeles' West Hollywood, Calif., neighborhood would become the first city in the United States to enact a ban on the sale of fur apparel and accessories. Passed on Sept. 19, 2011, by a vote of the City Council, the legislation's date of implementation is pushed back to 2013. Affording time for retailers to adjust to the new legislation, the city allows a 60-to-90-day grace period, though West Hollywood's Code Compliance Department will issue warnings. After the period is over, businesses would be issued citations, with three of these tickets within a calendar year bringing the potential of a misdemeanor charge.

Dress for Success to Host Fund-raiser Pop- Up Shop

During the October 2014 edition of **Los Angeles Fashion Week**, a benefit runway featuring brands including **Single**, **Sea of Pearls**, **FBF by Checka**, **JHaus** and **Bri Seeley** is held at the **W Hollywood** hotel in support of **Dress for Success**. Building on this momentum, the local fashion community strengthens its commitment to the cause Nov. 20–23 with more than 100 apparel brands participating in a pop-up event to benefit the Los Angeles chapter of the international non-profit organization. Proceeds from the event are used to aid women from disadvantaged backgrounds by preparing them for interviews

Harlem's Fashion Row Comes West

The Harlem, New York-based advocacy group **Fashion Row**, which supports designers of color, unveils its first Los Angeles event on Feb. 6, 2015. Hosted during the same weekend as the **Grammy Awards** and the **NAACP Image Awards**, the event takes place during a time that affords a high amount of exposure for underrepresented designers. Devoted to the work of African-American designers, the event is held at an estate in Beverly Hills. Los Angeles luxury designer Kevan Hall opens the show with pieces from his eponymous label's Spring 2015 collection. Additional pieces shown are from a roster of designers that include Kimberly Goldson, Waraire Boswell and Joseph Bethune.

Emerald Expositions Buys Swim Collective, Active Collective Trade Shows

Emerald Expositions LLC, the San Juan Capistrano, Calif., event producer that owns **Surf Expo** and **Outdoor Retailer**, buys sibling trade shows **Swim Collective** and **Active Collective**. Former owner and founder Shannon Leggett and his team will join Emerald Expositions. The sale is made for an undisclosed amount. Launched in 2010, Swim Collective is a biannual trade show hosted in Huntington Beach, Calif., that welcomes professionals from the swimwear industry. Active Collective was launched in 2014 to bring a focus to the activewear segment.



Heidi Merrick



Max Azria



Adriano Goldschmied



Belluso shows during Miami Swim Week



Vegan Fashion Week



From left, actor Gabrielle Union, Kevan Hall, Ruth E. Carter, Angela Dean and TJ Walker during the Black Design Collective's inaugural scholarship gala.

Fashion-Retail Boon for Shop Owners in DTLA

Longtime successful apparel retailers and newcomers are building their businesses in downtown Los Angeles. Luxury-fashion retail veteran Carl Louisville launches **Guerilla Atelier** in 2012 at the downtown Los Angeles Arts District and, in 2017, shifts his multi-brand focus to his private line of the same name. In late 2016, Los Angeles designer Heidi Merrick opens her eponymous brand's DTLA boutique in the Fashion District selling her cool California-chic styles. In July 2017, Emily Park and Esther Paik build bricks-and-mortar shop **Le Box Blanc** in downtown Los Angeles' **Luma South** building.

Sustainable Fashion Comes Full Circle

Despite its popularity, ecologically sound fashion remains at a premium price point, which doesn't resonate with mainstream consumers. In June 2018, scientists Miranda Wang and Jeanny Yao introduce their Menlo Park, Calif., company **BioCollection**, whose breakthrough in recycling plastics can be used to produce apparel yarn. A few months later, Los Angeles denim veteran Adriano Goldschmied unveils new, green offerings by his company **House of Gold**, which also guides brands through fabric sourcing.

BDC Hosts Inaugural Gala

Following its October 2018 launch, the **Black Design Collective** hosts its inaugural scholarship gala at the downtown Los Angeles campus of the **Fashion Institute of Design & Merchandising**. In addition to the organization's three iconic fashion founders—Angela Dean of **Dean-Zign**; Kevan Hall, known for his high-end eponymous label; and Thomas "TJ" Walker, co-founder of **Cross Colours**—the guestlist includes an array of well-known faces. During the evening, the BDC honors **Academy Award**-winning costume designer Ruth E. Carter, whose historic Academy Award win for the film "Black Panther" earlier in 2019 makes her the first African American artist to win an Oscar for best costume design.

Vegan Fashion Week Launches in L.A. With Fashion and Activism

Founder of **Le Frenchlab** creative agency, Emmanuelle Rienda, sets out on a mission to elevate cruelty-free fashion. In February 2019, Rienda launches **Vegan Fashion Week**, which seeks to elevate fashion derived from materials that aren't animal based. The inaugural event includes an industry gala at the **Natural History Museum of Los Angeles**, in addition to a marketplace at the **California Market Center** aimed at shifting vegan fashion from a niche category into the mainstream. A fashion show, also hosted at the CMC, showcases luxury-level vegan apparel with garments created by Matea Benedetti, Chloé Trujillo and **Mink Shoes**.

Max Azria, Founder of the BCBGMaxAzria Group, Passes Away in Houston

Veteran fashion designer Max Azria, who founded **BCBGMaxAzria** in 1989, passes away on May 6, 2019, in Houston at the age of 70. Born in Tunisia, Azria was raised in France, where he began his design career for the women's category in Paris, later immigrating to the United States in 1981. He was most well known for his BCBG clothing label, which was an acronym for the French phrase "bon chic, bon genre." The Los Angeles brand was a runway regular during the 1990s and became a favorite among Hollywood's influential women in entertainment.



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CALIFORNIA ApparelNews 2020



Third Eye Blind performing at The Roxy Theatre



Missoni's Big Fashion Show at Pink's Hot Dogs Stand



Model wears mask designed by Malena Ruth



Artwork by Jason Naylor

Lucky Denim Rocks Into Milestone Birthday

In January, **Lucky Brand** celebrates 30 years of making denim by observing its anniversary with a concert at the **Roxy Theatre** on the famous Sunset Strip in Los Angeles. With opening act **Role Model** and headliners **Third Eye Blind**, the show celebrates the brand's milestone in true Los Angeles rock 'n' roll style—including Lucky Brand—Third Eye Blind special-edition merchandise for sale during the event. As to be expected at any Los Angeles rock event, tattoos are also available, provided by artist Silveransalt.

Missoni x Pink's Hot Dogs

"It was the first big party in 80 years," said Richard Pink, co-owner of **Pink's Hot Dogs**, when Italian luxury-fashion house **Missoni** produces an event showcasing its MMerica collection, an important step toward ecologically sound design. On Feb. 4, a double-decker bus filled with models wearing pieces from the collection, produced from repurposed Missoni dead-stock fabrics, rolls up to the Los Angeles landmark eatery. A crowd, including the brand's designer, Margherita Missoni, and Creative Director and President Angela Missoni, indulge in Pink's eats as they celebrate life in Los Angeles and a new life for Missoni fabrics.

California Apparel Community Unites Against COVID-19

As 2020 moved from the end of February toward its second quarter, the spread of the COVID-19 epidemic reaches the United States. It has now become a global issue that forces a worldwide response of stay-at-home orders and sheltering in place. The apparel industry bands together as part of the effort to alleviate the shortage of personal protective equipment with designers, brands and manufacturers making a variety of products from face masks to gowns for healthcare workers. By May 2020, COVID-19 has been declared a pandemic by the **World Health Organization** as retailers in certain U.S. states begin to make plans to reopen.

Stay-at-Home Orders Give Rise to Digital Events

Following the March editions of **L.A. Market Week** and **LA Textile** in Los Angeles, trade-show organizers make the difficult decision to cancel or postpone upcoming editions of their apparel-industry events due to the spread of the COVID-19 pandemic. As soon as cancellations are placed on the calendar, many organizers quickly shift focus to serve in the role they have always assumed—central figures within the fashion family. During a time when social distancing and stay-at-home orders threaten to drive apart members of the apparel industry, show organizers reorganize their approaches into digital formats.

Racial Inequities in U.S. Receive Overdue Attention From Fashion

On May 25, during the Memorial Day observance in the United States, George Floyd, an unarmed Black man, is murdered while in police custody in Minneapolis. Enormous protests demanding justice for Floyd, equity for African-American and Black citizens, acknowledgment that **Black Lives Matter**, and an end to police brutality erupt throughout the United States and around the world. The tragedy brings attention to these issues and inspires change that quickly affects all industries, including fashion, which examines its previous faults and commits to improvements.



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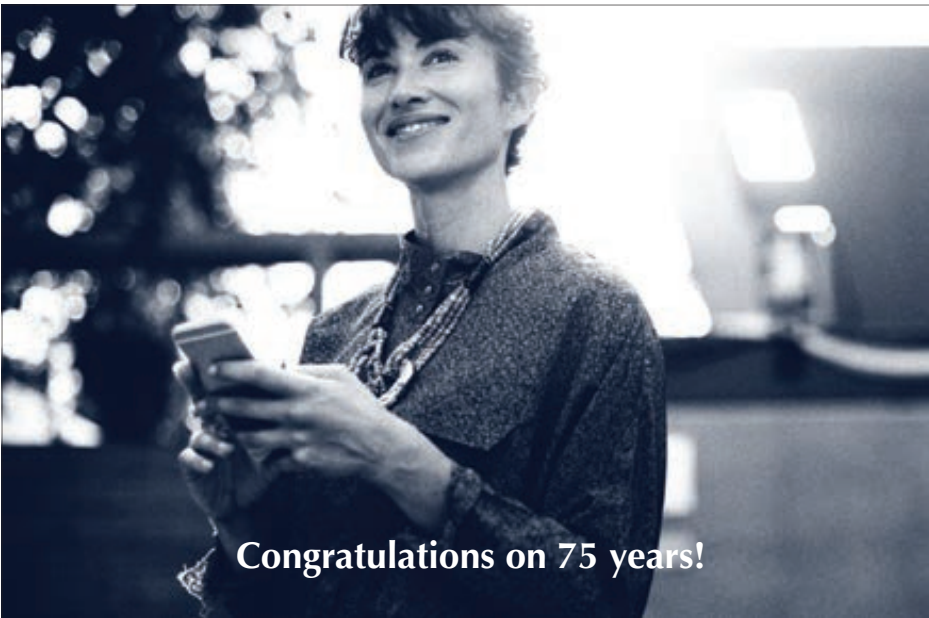


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A photograph of the FIDM building in Los Angeles. The building is a modern, multi-story structure with a light-colored facade and large windows. Several flags are flying from poles in front of the building, including the American flag and the flag of the City of Los Angeles. A group of people is walking on the sidewalk in front of the building. The scene is brightly lit, suggesting a sunny day.

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