

# CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR 76 YEARS

\$3.99 VOLUME 77, NUMBER 2 JANUARY 22, 2021 DOUBLE ISSUE



## DESIGNING A DEBUT

Following the postponement of the Fashion Institute of Design & Merchandising's Spring 2020 FIDM Debut, selected emerging student designers showcased their creations during a Dec. 10 virtual runway presentation. For additional designs and a behind-the-scenes glimpse from Nick Verreos, turn to page 6.

Nadia Tymkowitz

WHITNEY SUTHERLAND

### TRADE EVENTS

## Buyers and Brands Work Together During L.A. Market Week to Protect Businesses

By Andrew Asch and Dorothy Crouch

As Los Angeles County continued to grapple with surging COVID-19 numbers, apparel businesses worked together to fortify their operations. During **L.A. Market Week**, which was held Jan. 10–14 in downtown Los Angeles, showrooms welcomed buyers to view lines in person while they also afforded the option of online meetings via **Zoom**. At the **California Market Center**, **Cooper Design Space** and **The New Mart**, business was not conducted as usual, but it was performed to the best of everyone's ability under sanitary and secure conditions.

➔ **L.A. Market** page 3

### TRADE EVENTS

## A Source of Inspiration for 2021 at Virtual Texworld and Apparel Sourcing

By Dorothy Crouch *Managing Editor*

With its first big show of 2021 occurring virtually Jan. 12–14, **Messe Frankfurt** Fashion and Apparel Show Director, Jennifer Bacon said, "We were extremely pleased with both the exhibitor and attendee participation. It was very similar to our premier edition this past July. We are excited to continue serving the textile-sourcing community through our virtual platform as we look forward to returning to face-to-face events."

Without financial and time constraints, exhibitors and attendees from enterprises of varying sizes were able to participate in the show. Not only has this accessibility benefited Messe Frankfurt, it has also benefited exhibitors such as Holli Gibson, a partner in **Direct to Source**, a manufacturer fo-

➔ **Texworld-Apparel Sourcing** page 8

### INSIDE

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

3



9

Unique DTLA shop faces closure ... p. 2

Surf Expo returns to Orlando ... p. 4

Dan Jablons at CMC Uploaded ... p. 9

Selling on social ... p. 9

Resources ... p. 10

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



## After 81 Years Selling Hat Supplies, Unique DTLA Shop May Close

The **California Millinery Supply Co.**, located at 721 S. Spring St. in downtown Los Angeles' Fashion District, sells hat-making supplies and accessories. For decades, film, television and theater productions, fashion designers and craftspeople have purchased hat frames, feathers, ribbons and veiling to make period headwear as well as new styles.

Irene Arroyo, the company's owner, estimated that her sales have declined 90 percent from 2020 and 2019. Film and television productions, which made up a significant part of her business, shut down during the pandemic.

She received a **Small Business Administration** Economic Injury Disaster Loan/EIDL to help the business get through the pandemic, but she said that once the money is spent she'll have to liquidate her business if it is not sold. She has not formally put up for sale the 3,500-square-foot location in the **Van Nuys Annex** building, which includes retail space as well as a studio where Arroyo manufactures hat frames.



A fixture in downtown Los Angeles and a valuable resource to the city's fashion and entertainment-costuming industries, California Millinery Supply Co. is in danger of shuttering due to challenges stemming from COVID-19 economic strain.

However, a unique business requires a unique owner, Arroyo said. "It's such a niche. It takes someone who knows about all the intri-

cacies of vintage goods, vintage period work, millinery and costumes." She has owned and run the business since 1982 after working as a costume designer and earning a master of fine arts degree in theater from the **University of Southern California**.

Sales at her shop typically range from \$10 for an order of an individual hat frame and some fabric to hundreds of dollars for orders from costume departments at film and television studios.

One of Arroyo's customers, Lilian Raven, said that if the store closes California designers would lose a one-of-a-kind resource and an important touchstone for design lore. "It's a landmark. She has so much history in this store. She has so much knowledge," said Raven, a sewing contractor, sewing teacher and custom-clothing designer for her self-named label **Lilian Raven Clothing**. "It's a classroom. You can walk in and get your education, get some advice, get some cheery conversation and cuddle her cat." —*Andrew Asch*

## Inside the Industry

The **New Mart** showroom building, along with the California Market Center and the Cooper Design Space in Los Angeles' Fashion District, announced Jan. 19 that they would produce February market weeks Feb. 8–10 and Feb. 15–18. The New Mart announcement advised its tenants that participation in these in-person shows is voluntary.

The **Designers and Agents** trade show announced Jan. 19 that it would cancel its in-person show scheduled to take place in March in Los Angeles due to the continuing COVID-19 pandemic. D&A will produce a virtual trade show on the website *designersandagents.digital*. D&A does intend to produce an in-person show in New York City Sept. 18–20.

The **American Apparel & Footwear Association's** president and CEO, Steve Lamar, praised a mandate strengthening COVID-19 mask use on properties owned by the federal government, an executive order signed by President Joe Biden on Jan. 20. "It has become clear that face masks and coverings play an important role in keeping COVID-19 infections down, which is key to keeping American businesses open, American workers employed and American consumers protected," Lamar said. Lamar hoped that governors and mayors around America would follow the new President's lead.

**ReCircled, LLC**, a Denver-based company that develops paths for apparel and footwear brands to become sustainable companies, announced Jan. 20 that it had acquired **Circularity, LLC**. Circularity has developed a computer interface that helps brands manage and monitor retail-consumer return programs. Scott Kuhlman, Recircled's chief executive officer, said that Circularity's interface is the only one of its kind that is commercially available.

**PTC**, a Boston-headquartered technology company, recently announced the rollout of **FlexPLM V12**, a redesign of the company's user interface product lifecycle management platform. PTC says the redesign offers user-friendly features such as faster navigation as well as the new **Visual Line Collaboration** app, which supports a staff working remotely. "[The COVID-19 pandemic] combined with the continual compression of fashion cycles has given brands and retailers no choice but to double down on technology in order to drive speeds through their organization and bring more profitable products to market faster," said Bill Brewster, senior vice president and general manager of PTC's business retail unit.

**DeSL**, the Cardiff, Wales-founded digital-solutions provider, and New York City girls' dressmaker **Gerson & Gerson** announced a partnership to implement the technology firm's **Digital Transformation PLM Essentials** package at the childrenswear company. Through the package, the 86-year-old clothier will implement DeSL PLM, Ai Plug-In, PO Management and 3D integration features. "While a technology spend was not really on our radar in what has been an extremely challenging year, DeSL's configurable software hits most of our longstanding pain points and promises to reduce waste, improve speed and allow tracking of remote teamwork with a high degree of accuracy," said Gerson & Gerson President Barbara Zeins.

## 2020 Holiday Sales Beat NRF Forecasts



Shoppers at the Irvine Spectrum Center on Dec. 12 (left) and The Grove on Dec. 19 contribute to a successful holiday-sales season as they shop despite economic challenges during 2020.

The **National Retail Federation** reported on Jan. 15 that business for the 2020 holiday season was surprisingly strong. Sales grew 8.3 percent to \$789.4 billion, beating the prominent trade group's forecast of 3.6 percent to 5.2 percent growth.

Business for the crucial retail season was widely forecasted to be undercut by the economic fallout from the COVID-19 pandemic. However, Jack Kleinhenz, the NRF's chief economist, said that the season's business was saved by government stimulus payments and because consumers were not spending money on entertainment, dining out or travel.

"The promise of a new round of stimulus checks after a deal was struck before Christmas helped increase consumer confidence. Consumers were also encouraged by the news of COVID-19 vaccines becoming available, which helped offset concerns about increased infection rates and state restrictions on activity," Kleinhenz said in the statement.

Despite beating forecasts, the holiday season's business was something of a rollercoaster ride. Based on data from the United States Census Bureau, the NRF said that November retail sales increased 8.6 percent but in December declined 1.6 percent. Online and other non-store sales increased 23.9 percent. Building-supplies-store sales were up 19.0 percent, and sporting-goods stores increased 15.2 percent. But not every sector did well. Electronics- and appliance-store sales declined 14.4 percent, and clothing- and accessory-store sales declined 14.9 percent.

Also in a Jan. 15 report, Ken Perkins of the market-research group **Retail Metrics** further broke down the performance of market segments.

Department stores were the worst-performing segment, with sales declining 21.4 percent during December. It also found that clothing-store sales declined for the 10th month in a row. During the holiday, clothing sales declined 15.7 percent during November and 16.0 percent during December.—A.A.

**Cinergy  
Textiles,  
Inc.**

**Get  
Inspired!**

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

**One Roll Minimum.**

**Cinergy  
Textiles,  
Inc.**

**www.cinergytextiles.com  
Tel: 213-748-4400  
ramin@cinergytextiles.com**



# Artistic Milliners Expands Its Eco-Denim Mission With Laundry Acquisition

By Dorothy Crouch Managing Editor

As a global denim firm that has focused on developing sustainable practices, **Artistic Milliners** is constantly evolving through investing in innovative manufacturing processes, ecologically sound sourcing and practices that promote a more-ethical industry. The Karachi, Pakistan-headquartered company recently announced its acquisition of a Los Angeles wash-and-finish factory relaunched under the name **Star Fades International**.

"The legacy of the SFI team brings with it decades of experience in wet- and dry-process innovation," Artistic Milliners Executive Director and SFI co-founder Murtaza Ahmed said. "SFI, under its previous owner, has been functioning for years as an independent laundry with a very strong reputation both for innovation and bulk execution."

An expansion for Artistic Milliners had been in the works for a long time, yet the timing was not right until last year. According to Artistic Milliners Chief Executive Officer and SFI co-founder Omer Ahmed, challenges to the denim industry stemming from the spread of COVID-19 illustrated a dire need for a presence in the U.S. to invest in a more-secure supply chain and nearshoring production.

"Travel restrictions have made it harder for us to service our customers the way we were used to," Omer Ahmed explained. "The virtual experience in our business is a great tool but won't completely replace integral steps from concept to retail. Moreover, we also believe micro factories at close proximity to end consumers are inevitable in the future."

Choosing Los Angeles for its U.S. operations was a natural choice due to the city's roots in denim production. Now, during its 72nd year in business, Artistic Milliners is blending its longstanding denim legacy with Los Angeles' denim-making history through SFI to offer 4.0 principles and 360 design-development solutions.

"We chose L.A. as it has deep expertise when it comes to the art of jeans making and even today is the nexus for some



With the addition of the Stars Fade International wash-and-finish factory, based in Los Angeles, Artistic Milliners gains crucial nearshoring capacity and an expected increase in production from 100,000 units currently to 300,000 by May.

of the most iconic premium-jeans brands in the world," Omer Ahmed said. "California is the birthplace of the modern jean, and so we have always drawn inspiration from there and will continue to do so."

One of the most alluring Los Angeles resources to the Artistic Milliners family was that "some of the most talented designers and developers reside and work in the Los Angeles area, many of them already working with SFI," Omer Ahmed said. "One of the most exciting parts of this venture for us is to collaborate, co-create and disrupt with some of the most creative minds in the industry."

New hires have taken place, yet many employees from SFI's predecessor remain, including SFI Chief Operating

Officer Tony Rodriguez, who looks forward to continuing his work of producing ecologically sound denim. As part of the Artistic Milliners family, he sees in SFI's future more support and accessibility to resources that are necessary to create a sustainable product. "In our previous iteration we used to be just a laundry, and even though we worked hard to bring sustainable washes and we have done some production we were just too small to the chemical companies to obtain their support," Rodriguez said. "Under the new direction, we have the attention of chemical companies, and they are supporting our sustainable-wash efforts."

The new company immediately began working to build from an existing denim-laundry foundation to grow the business. With current monthly SFI capacity at 100,000 units, the company expects to be producing 300,000 units by May.

"As far as production is concerned, we have already expanded our laser capacity and are in the process of modernizing and upgrading SFI's wet-process technology in order to reduce water and chemical consumption," Murtaza Ahmed said. "All expansion at SFI is being done with sustainability being the top strategic priority for us."

Joining SFI's capabilities for wet and dry processing in addition to technologies that afford a more sustainable product such as lasers, e-flow and ozone systems, with Artistic Milliners' technical prowess, structure and customer-service practices, Rodriguez feels positioned to lead the business into a next-level denim company. While many benefits exist from working within a company that includes a history as storied as Artistic Milliners, Rodriguez looks forward to bringing the Los Angeles characteristics to this denim family through SFI.

"My team and I want to show the AM team the L.A. touch and feel of the garment. For us, denim is a canvas—a living thing that can follow a trend or start an entirely new trend. After all, we like to say that sewing is science and washing is art," Rodriguez mentioned. "SFI is going to be a place that works with modern technologies to make and wash the best denim without losing the soul of L.A." ●

## TRADE EVENTS

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

#### CMC appointments Zoom along on virtual platforms

For Sharon Koshet of **Sharon Koshet Sales**, the January CMC market was all virtual, conducted on the Zoom platform. "As long as we're Zooming, getting orders and staying positive—that is all that matters," Koshet said.

For much of the past 10 months, she has conducted the vast majority of her business through **FaceTime**, Zoom and in-person road appointments. She estimated that she conducts three to four Zoom appointments daily. An assistant does leg work by sending images of goods to retailers, and then orders are made with Koshet over a Zoom call. The virtual platform has increased the reach of her sales across the country. "I get even more new accounts now," Koshet said.

One of her clients is Eloise Goldberg, who owns the **City Lites** boutique in Bermuda Dunes, a community near Indio, Calif. "Since the pandemic, everyone likes comfy, comfy," she said. Styles trending in her store have included tops bearing overall novelty prints. The **La Forme' Jeans** brand has also been selling well. She is cautiously optimistic about the next few months. "Everything will be Immediate delivery. We're still selling a ton of masks," she said.

During the recent market, CMC management produced **CMC Uploaded**, in which showrooms make digital presentations to retailers. CMC Uploaded also webcasted seminars from retail consultants such as Dan Jablons of **Retail Smart Guys**.

#### Retailers buying carefully, according to New Mart showrooms

The **Tramever Inc.** showroom was scheduled to make a market debut of its new space, which opened in the fall at suite 802 of The New Mart. Due to the pandemic, Tramever Inc. President Revi Green-Johnson conducted most of her market meetings through Zoom.

"Retailers are buying very carefully," Green-Johnson said. "We got some reorders." The showroom focuses on junior's, men's, plus and misses. It represents the line **Marci**, which Green-Johnson started in 2016. The knits line focuses on quick turns, with orders placed just six weeks before delivery, she said. Tramever also represents licensed apparel including **90s Legends**, a line produced by the **Cross Colours** label.

Veteran New Mart showroom owner Lisa Lenchner rebranded to the name **LK Showroom** and unveiled a new website, [lkshowroom.com](http://lkshowroom.com), which features videos of Lenchner and



As retailers sought to refresh inventory, they found lines such as the Lana Collection at CMC's Sharon Koshet Sales (left), shirts including tie-dye styles at the New Mart's Tramever Inc. Showroom (middle) and Virginia Wolf beanies at the Cooper's Agency Showroom (right), modeled—from left—by Alejandra Pimienta, showroom coordinator; Stacy Holmes, owner; Niki Williams, sales manager; Brooke Denune, sales assistant; and Finley Guard Dog, greeter

her daughter and business partner Shannon Kane exhibiting lines. Lenchner estimated that she conducted the same number of virtual appointments during market as she would have conducted at an in-person show. "There is business out there. Stores are open. It's a matter of getting them on the phone," Lenchner said.

Valerie Forlizzi, owner of the **Toscana Moon Boutique** in Simi Valley, Calif., and a partner in the clothing line **Lululuna**, has worked with Lenchner and said that trends have remained the same since the pandemic began. "Comfortable, cozy and loungewear," she said of the styles that were selling. Maxi dresses have also been selling well at her shop.

Ethan Eller, The New Mart's general manager, said that 87 registered buyers made in-person visits, with about 70 percent of the showrooms open for appointments. A handful of out-of-state retailers attended the show.

#### Creating connections at the Cooper

At the **Agency Showroom**, located on the Cooper's second floor, accessories for Spring and Summer were selling well, as a few local buyers visited the space and others explored fresh styles on Zoom. Meetings via Zoom were conducted with **Free People**, **Simons**, **TJX**, **Anthropologie** and **HSN**. Buyers were searching for Immediate and Spring, in addition to majors buyers ordering Fall.

"For Spring, buyers are very focused on the bucket-hat trend, and our line **Virginia Wolf** has some tie-dye, ones that Free People loved among others," Holmes said. "Also, Vir-

ginia Wolf has beach wraps that can be worn a dozen ways, and every S/S season, buyers order these up like crazy as they are the most useful and cute accessory for the beach! Our resorts love them, too!"

Elisa Bruley of the **Elisa B.** boutique located on East Holly Street in Old Pasadena has gone digital this season as she focused on e-commerce at [elisab.com](http://elisab.com). Aside from a few clients Bruley knows well, the bricks-and-mortar location is temporarily closed due to rising coronavirus cases. To refresh inventory for her 28-year-old business, Bruley visited the **Marked** showroom virtually, searching for Summer and pre-Fall deliveries in casual pieces from her trusted brands **Heartloom** and **Daydreamer**.

"One of the big trends that has been strong for Summer/Fall and into pre-Spring, Spring and Summer this year are two-piece sets in sort of an 'elevated loungewear' look that Heartloom does really well," Bruley explained. "There were some neutrals that looked really good, some sky blue, yellow—and I know yellow is a big color for Spring and Summer, which it always seems to be."

Additionally, Bruley noted that the price points she found at the Marked showroom were a comfortable range for shoppers who were staying at home but wanted updated casual pieces. While she continues to take precautions to remain safe, Bruley was optimistic about the future.

"As ridiculously bad as things are right now, I am optimistic that things will get better by the time these deliveries hit the floor," Bruley said. "I remain optimistic—cautiously—but I am optimistic." ●



# Surf Expo Returns to Orlando With First On-site Event in a Year

By Dorothy Crouch Managing Editor

Returning to its home at the **Orange County Convention Center** in Orlando, Fla., **Surf Expo**, the major trade show for the water-sports and beach-lifestyle categories, was held Jan. 6–8. While the **Emerald Expositions**-owned Surf Expo relied on its digital edition Sept. 16–18, **Surf Expo Connect**, many in the industry felt it was time to return to the trade-show floor.

Owner of the **Palm Produce Resortwear** shops, Stephen Licata, was happy to be at the show after relying on virtual resources to conduct meetings and see lines. With five doors spread throughout exclusive neighborhoods in New York's Sag Harbor and Southampton areas and South Florida's Coconut Grove, Key Biscayne, and Pinecrest neighborhoods, Licata was shopping to replenish his inventory with resortwear.

"We need to return and start to return to some sort of normal operations for everybody. The show was great. It was great to get back," Licata said. "It was important to get up there and get some newness in the stores."

Representing the **Vissla** brand, Vice President of Sales Richard Sanders echoed Licata's sentiments. Back on the show floor, Sanders mentioned that the return to an on-site trade show was important to lay the groundwork to rebuild the event space and move forward for a stronger future.

"Surf Expo has always been a great show for us, so we wanted to support the show. The show was important for the fact they needed to start somewhere, and I feel they did a good job of executing it," Sanders said. "I believe they learned from this show and can build on this for September."

Shopping the floor, Licata was able to find resortwear that was versatile. The Palm Produce customer is a shopper who is not terribly concerned with price point, affording a bit of freedom to Licata as he walked the floor hoping to find fresh styles for his shops to satisfy his clientele, who search for chic styles created with quality construction in alluring fabrics.

"What I did see was that the lines were trying to do things that people could wear both at home and out," Licata said. "I saw more-casual things that translate for home use as well as



At the Vissla booth, strong categories included boardshorts, sofa-surfer walks, tees and long-sleeve wovens in addition to wet suits due to the rise in popularity of surfing, a naturally socially distanced sport.

going out. As far as colors, there is really no direction. It's still pastels, and it will remain that for this period. I didn't see a color direction that was something new."

At the Vissla booth, Sanders saw interest from the surf-culture side as the sport continues to rise in popularity as an activity that can be performed solo or within a socially distanced group. Buyers were interested in seeing wet suits in addition to pieces that were useful for pre- and post-surf time.

"We have a few brands, and it was slightly different for each brand. Strong categories on the Vissla side were boardshorts, sofa-surfer walks, tees and long-sleeve wovens. We also did well with our collaborations with **Town & Country** and **Da Fin**. The hottest category was wet suits," Sanders said. "On the **Amuse Society** and **Sisstr** side, the strongest categories were sweaters, fleece, loungewear and dresses."



Surf Expo made attendees and exhibitors alike feel comfortable by adhering to safety protocols including temperature checks, socially distanced spacing, hand sanitizers and frequent disinfecting of booths.

Perhaps most important was that while on the show floor both Licata and Sanders felt safe.

"I felt comfortable," Licata said. "I took precautions, and they had precautions in place. Some of the booths, after we left, they would disinfect. That was something that I thought was great."

Said Sanders, "Expo did their homework and had necessary protocols in place. They spaced the show well and had temperature checks and sanitizing stations everywhere, so I felt secure."

Following this first on-site show since the COVID-19 pandemic spread, Surf Expo announced future event dates into 2022. The next on-site Surf Expo event is on the calendar for Sept. 9–11, 2021, with the next show scheduled for Jan. 5–7, 2022. ●

## Reset, Rebuild, and Reconnect



## Goodbye 2020. Hello 2021!

We are looking ahead with optimism, excitement, and hope, and we can't wait to welcome you back in the new year and together, make our businesses stronger. In 2021, you can expect the same commitment to safety that guided our reopening in June and the seven markets that were conducted safely in Atlanta in 2020. Details around our onsite Covid protocols can be found at [TogetherSafely.com](https://togethersafely.com).

## Join Us this February at Atlanta Apparel

SHOWROOMS: Tue, February 2 – Sat, February 6, 2021

TEMPORARIES: Wed, February 3 – Fri, February 5, 2021



PRE-REGISTRATION IS REQUIRED.

Register online today at [Atlanta-Apparel.com](https://atlanta-apparel.com)

and learn about our safety regulations at [TogetherSafely.com](https://togethersafely.com)

Atlanta Apparel  
at AmericasMart®

Dates are subject to change.  
© 2021 International Market Centers, LLC

Let's Be Friends



#atlapparel | @atlantaapparel



# IFJAG™

INTERNATIONAL FASHION  
JEWELRY & ACCESSORY GROUP

"Where Volume Buyers Come To Purchase  
Quality Fashion Jewelry And Accessories"

## OUR SHOW HAS MOVED TO **ORLANDO**

**SPRING INTO 2021**  
With Spring & Fall Fashion!



### **Benefits**

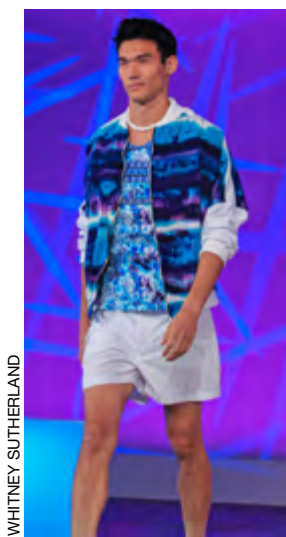
- Complimentary buffet buyer lunch
- Complimentary local transportation to and from exhibition

New vendor inquiry [info@ifjag.com](mailto:info@ifjag.com)

February 7-10, 2021  
Embassy Suites  
8978 International Dr.  
Orlando, FL  
Hours: 9am - 6pm Daily

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





Delaney Poe



Maryam Varshochi



Daniel Lim, Advanced Study Program in Theatre Costume Design "The World of Turandot"



Andrea Alarcon



Brenda Soehendra



Devert Monet, Advanced Study Program in Theatre Costume Design "The World of Turandot"



Hailey Norsworthy, Advanced Study Program in Theatre Costume Design "The World of Turandot"

## The Show Must Go On ... Virtually

By Nick Verreos *Contributing Writer*

Producing a full-scale fashion show was not an easy task pre-pandemic, so imagine the challenges now. That is exactly the dilemma I encountered this past year as co-chair of the Fashion Design Department at the **Fashion Institute of Design & Merchandising** when we had to make a decision about our famed **FIDM Debut** show.

At FIDM, we have a unique program—the Advanced Study in Fashion Design—where approximately 10 hand-picked graduates of the Associate of Arts program spend an additional nine months creating their first capsule collections, from sketch to final garment. The culmination of this premier program is the Debut show, where the students' final collections are showcased on a grand runway stage.

For many years, the Debut show had been produced at the expansive **Barker Hangar** at the **Santa Monica Airport** as part of a three-day event featuring a cast of more than 40 professional models, countless dancers, actors, dressers, backstage workers, producers, choreographers, graphic and scenic designers, as well as FIDM students receiving unique hands-on fashion-show production experience. It was an immense undertaking mirroring a grand Hollywood production. Traditionally the show occurred in March.

Guess what happened in March of 2020? I do not think any of us will forget those fateful days when California enacted a shutdown because of the growing COVID-19 pandemic. Back on campus, the students had finished their collections and we were already conducting final model fittings. The seating charts of the more than 3,000 audience members invited to the show—for each night—were already being selected.

It all came to a complete halt as we announced to the 10 graduates that we could not have the show. Needless to say, they were devastated. I would be too. To try and remedy some of the pain, my fellow co-chair, David Paul, and I quickly organized a photo shoot at the **FIDM Museum**. Utilizing two models and a skeleton crew—socially distanced and wearing face masks—we photographed some of the students' designs

so that at the very least they could have some professional photos of their work.

As the pandemic worsened, it seemed evident that hosting a physical Debut show at the scale of past events would be unfeasible, so everything was put on hold. The entire time, however, we still held out hope that somehow we could do it so the students would finally have their show. As we waited for some slight loosening of the lockdown, we kept a keen eye on looking at new ways to showcase the Debut production, albeit in a more pandemic-friendly manner.

I scoured the internet for ideas regarding how designers were showcasing their work in this uncharted remote age—digital mini films, virtual fashion shows, photo-shoot slide shows—you name it, I researched it. Months and months went by as we continued to look for venues that could possibly be available to mount a fashion show utilizing a much smaller crew.

After seeing the Spring/Summer 2021 **Valentino** show online—held at a cavernous industrial warehouse during Italy's shutdown—I kept thinking that if we could find a similar venue we might be able to do our Debut show. After seven months of searching, FIDM's vice president of education, Barbara Bundy, suggested we visit the **Cooper Design Space** in downtown Los Angeles and view its enormous area on the 11th floor. The minute I walked in and saw its large industrial design and socially distanced-friendly space, I knew that we had discovered our new Barker Hangar. Now, we encountered the hard part: How do we pull this off?

We decided the only way to mount this new Debut show would be virtually. It would be shot during several days and then edited into a one-hour runway show. No audience was allowed and, eventually, we would stream it on **YouTube**.

For two months, we held new model castings, model fittings—done virtually over **Zoom** with the students safe in their homes, located around the world, from downtown L.A. to Indonesia. COVID-19 testing and temperature-checking protocols were adhered to, there was a skeleton crew and

many production-design Zoom meetings.

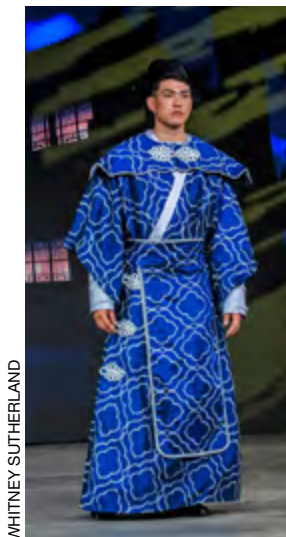
Finally, in November, we filmed the new Debut show. Because of the limited number of models, all 11 were used repeatedly for every designer's collection as we stopped and started filming each of the show's segments, including both the fashion as well as the theater-costume portion, which traditionally form the full Debut show.

David and I really wanted this new Debut to showcase the graduates' work and create the vision of a modern and current runway fashion show. While our inspiration came from Europe, we made sure to reflect the unique qualities of Los Angeles, and there was no better place to do this than at the gorgeous industrial space of the Cooper.

The virtual Debut show was unique, not only in that it was a first for us but also gave us the chance to focus on each design and showcase some of the important details in the garments the young designers work so hard on. Often, these small details get lost in a runway show. We also were now able to have thousands of people from around the world view it—and from a front-row seat.

We think the result was outstanding, especially knowing what we had gone through to get there. The students got their Debut show, and we were thankful and proud of all that we had achieved. This was not the traditional FIDM Debut show of the past, but then again will anything be the same after what we have gone through? The pandemic has forced us to think differently, think outside the box and be more creative. In the end, the adage, "The show must go on" applies. ●

*Nick Verreos is co-designer of the Los Angeles brand NIKOLAKI, which has been worn by Katy Perry, Carrie Underwood and Beyoncé. He is also the co-chair of the FIDM Fashion, Theatre Costume, and Film and the Television Costume Design programs. In addition, he is the consulting producer for Bravo's "Project Runway"; an author of fashion, patternmaking and sketching books; and the face of the popular YouTube channel "Fashion School With Nick Verreos."*



Julia Neumann, Advanced Study Program in Theatre Costume Design "The World of Turandot"



Luis Mejia



Meiliany Tjia



Robin Giles



Sakura Mizutani



Scarlett Dyer





# Working Capital Solutions Tailored for your business

- + New York
- + Los Angeles
- + San Francisco

- + Charlotte
- + Chicago
- + Washington D.C

- + London
- + Glasgow
- + Sydney



**WHITE OAK**  
COMMERCIAL FINANCE

[Whiteoaksf.com/commercialfinance](http://Whiteoaksf.com/commercialfinance)  
[info@whiteoakcf.com](mailto:info@whiteoakcf.com)





The voice of the apparel industry for over 76 years, the *California Apparel News* and *ApparelNews.net* are the only publications that comprehensively cover the largest fashion capital in the country.

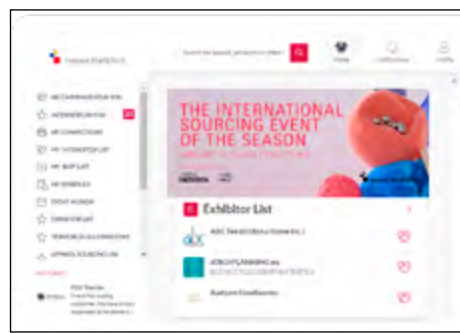
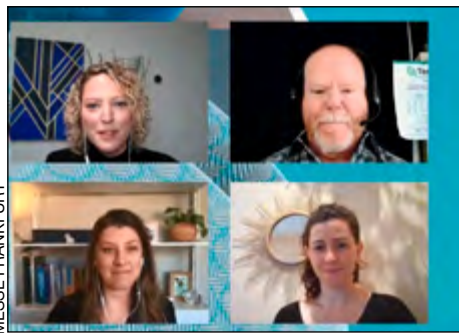
Contact us today for special advertising and subscription promotions.



CALIFORNIA  
**ApparelNews**

Apparel News Group  
The New Mart  
127 E. Ninth St., Ste. 806  
Los Angeles, CA 90015  
[www.apparelnews.net](http://www.apparelnews.net)

## TRADE EVENTS



Virtual Texworld and Apparel Sourcing shows afforded opportunities for industry insiders to forge connections online and learn about pressing issues during panels such as “Addressing Climate Change From the Start,” (top left), which included—clockwise from top left—Kelly Drennan of Fashion Takes Action, Walter Bridgham of Lenzing Fibers, Diana Rosenberg of Gap Inc., Inc. and Ashley Gill of Textile Exchange.

### Texworld-Apparel Sourcing

*Continued from page 1*

cused on sustainable practices with offices in Denver, Colo., and production near Guatemala City.

“Time off and time at home has spurred people to start new businesses. We started noticing that in the fall, and we are seeing that carry throughout this show as well. Seeing more startups and small quantities that people are looking for—more so than I would expect to see at the show,” Gibson said. “It’s interesting, but the big guys are here, too.”

Sharing this sentiment, Angela Bakas, who manages business development and sourcing for Los Angeles–headquartered **Bernet International Trading**, felt that the desire for designers, brands and manufacturers to speak through their work could not be subdued by the ongoing challenges of last year. With global interest from attendees based in India, New Zealand and throughout the United States, Bakas was looking forward to a fresh start after engaging with show visitors who were ready to begin anew.

“The industry is still moving. We’ve spent the last year with a lot of people living with their lives on hold, and I was really excited with the idea that they have persevered throughout the last year,” Bakas said. “People are still creating, designing, making and looking to solve problems in our world.”

As consumers’ purchasing habits have shifted to include greater product research, brands throughout the industry have been engaging in greater self-reflection regarding their sourcing, supply chains and business practices. For Gibson, who founded her company with partner Tulio Hernandez, their 15-year ethical-and-sustainable-apparel journey is arriving at a point where everyone seems to be catching up, as her clients currently comprise 85 to 95 percent sustainable compared with 50 percent when DTS launched.

“Now that the shows are starting to ask those questions, ‘Are you sustainable?’ ‘What do you do for sustainability?’ even brands that haven’t necessarily been building a sustainable brand have realized maybe I could do this and make this part of my DNA

even if it’s not the whole ethos for my brand,” Gibson explained.

During a panel on “Addressing Climate Change From the Start,” moderated by Kelly Drennan, founding executive director of **Fashion Takes Action**, a discussion regarding circularity led **Gap Inc.** Product Sustainability Manager Diana Rosenberg to suggest government participation in closing the loop would be necessary to reach climate targets.

“To collect textiles at the scale necessary to develop into our supply chain, we can’t do that alone as brands, we can’t necessarily do that as an industry,” Rosenberg said. “We will need policy and municipal participation to make this a scalable effort as well as getting more raw materials into the supply chain.”

As a component of Rosenberg’s suggested government engagement, Walter Bridgham, **Lenzing Fibers, Inc.’s** senior business development manager, proposed the government work with the apparel industry in terms of duty rates on imports in order to afford greater accessibility to more-responsible sourcing options around the globe.

“There are so many innovations on sustainable fibers and regenerated, recycled polyester. There are opportunities to give incentives via the government to shift what our choices are,” Bridgham said. “The government needs to take a deep dive.”

Additionally, Ashley Gill, director of standards for **Textile Exchange**, would like to see a shift from the apparel industry sourcing the waste of other industries, such as plastic bottles to create rPET, to focus on textile-to-textile recycling.

“We’re going to need to start looking at the waste stream that is available within our own sector,” Gill explained. “There are opportunities and innovation, but the scale is not where it needs to be.”

While these virtual editions of Texworld and Apparel Sourcing are successful, and the opportunity to produce an event online has afforded growth, show producers are looking forward to returning to the show floor. Plans for a summer 2021 return to on-site events are being mapped out for shows at their New York City home at the **Javits Center** July 20–22. ●

#### Apparel News Group



Seventy-six years of news, fashion and information

CEO/PUBLISHER  
TERRY MARTINEZ

MANAGING EDITOR  
DOROTHY CROUCH

RETAIL EDITOR  
ANDREW ASCH

CONTRIBUTORS  
VOLKER CORELL  
KEVAN HALL  
ILSE METCHEK  
TIM REGAS  
ROXY STARR  
NICK VERREOS

WEB PRODUCTION  
MORGAN WESSLER

CREATIVE MARKETING DIRECTOR  
LOUISE DAMBERG  
DIRECTOR OF SALES AND MARKETING  
TERRY MARTINEZ

SENIOR ACCOUNT EXECUTIVE  
AMY VALENCIA

ACCOUNT EXECUTIVE  
LYNNE KASCH

BUSINESS DEVELOPMENT  
MOLLY RHODES

ADMINISTRATIVE ASSISTANTS  
CHRIS MARTIN  
RACHEL MARTINEZ

SALES ASSISTANT  
WESLEY IN

CLASSIFIED ACCOUNT EXECUTIVE  
JEFFERY YOUNGER

PRODUCTION MANAGER  
KENDALL IN

FINANCE  
DAVID MARTINEZ

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

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

PRINTED IN THE U.S.A.



## At CMC Uploaded, Dan Jablons of Retail Smart Guys Discusses Plans for 2021

Dan Jablons moonlights as an actor and appeared on the television show “Curb Your Enthusiasm” as the lawyer for comedian Larry David. But for more than 15 years he has run the Los Angeles–headquartered consultancy **Retail Smart Guys**. On Jan. 8, he hosted a webinar called “How to Make 2021 Make Up for 2020” for the virtual trade show **CMC Uploaded**, an ongoing series begun by the **California Market Center** in Los Angeles last August.

During the webinar, he advocated for a series of selling and marketing strategies that would help retailers regain ground lost during one of the most challenging years for business in the last decade. Jablons first recommended that retailers focus on how they deal with inventory.

“Inventory has to be your biggest priority. You spend most of your money on inventory—more than your rent, more than your overhead, more than travel, more than utilities. It deserves the most attention you can give it,” he said.

To best handle it, Jablons recommended developing a system through which a retailer can see the inventory it sells in detail, similar to a vendor scorecard. It not only helps retailers determine the items that sell best but also helps them negotiate for more-advantageous deals, Jablons said.

He noted that because there are fewer stores to sell to, retailers have more leverage. Also, since delivery companies have been stressed by a skyrocketing increase in demand due to the COVID-19 pandemic, many consumers are patronizing bricks-and-mortar stores so they won’t have to deal with issues of missing items and late deliveries.

Retailers must also finesse their sales and marketing plans. Jablons recommended hiring some of the many talented salespeople looking for jobs due to the economic freeze brought on by the pandemic.



Retail consultant Dan Jablons focused on strategies to help retailers regain lost ground through careful management of inventories.

He also recommended engaging with potential customers through different digital tools such as developing store videos for **YouTube**. These videos could be as simple as a store owner talking about what is new. He also recommended email blasts, which remain the No. 1 driver of sales at retail, but Jablons advised avoiding discounts.

“You know what has the lowest open rate? Any email that has the word ‘sale’ in it,” Jablons contended. “It has a lower open rate than subject lines with the words ‘new product.’”

He also advised developing inventory with private-label goods.

“You’d be amazed how much better you can do with private-label stuff. There’s more private-label merchandise than ever before, the deals are better and the minimums are not astronomical,” he said.—*Andrew Asch*

## Biden Proposes New COVID-19 Lifelines

Before becoming the 46th United States president, Joe Biden unveiled the American Rescue Plan on Jan. 14, a proposed \$1.9-trillion program that his incoming administration said will put the U.S. economy back on its feet after 10 months of the COVID-19 pandemic. The plan was announced shortly after the U.S. Congress approved a second round of Payment Protection Plan loans, which will provide further aid to small businesses navigating the pandemic’s economic slowdown.

The American Rescue Plan proposes increasing unemployment insurance, giving stimulus payments of \$1,400 to qualifying individuals, and offering aid to state and local governments, schools, renters, child-care providers, as well as a speed-up for COVID-19 vaccination programs.

The American Rescue Plan’s proposal also features \$15 billion in grants for small businesses.

Additional small-business lifelines would come from another program in which \$35 billion in government funds would be invested into financing programs that would be administered by state, local, tribal and nonprofit groups.

The proposal was met with praise from business groups. Matthew Shay, president and chief executive officer of the **National Retail Federation** trade group, said that the American Rescue Plan demonstrated that the incoming administration is sincere about tackling the challenges brought on by the pandemic.

“The stimulus plan is expansive in scope, and it serves as an encouraging signal that the new administration intends swift action to support businesses and consumers. Jobs have been lost, businesses have been closed, and our economy has struggled. We support providing critical government assistance in the form of direct payments to families and individuals whose lives have been disrupted, further aid for small businesses across the country, and tools to keep businesses open and the economy growing,” Shay said.

The U.S. Chamber of Commerce ap-



The American Rescue Plan includes \$15 billion in grants to small businesses as well as another \$35 billion in financing programs.

plauded the “focus on vaccinations and on economic sectors and families that continue to suffer as the pandemic rages on. We must defeat COVID before we can restore our economy, and that requires turbo-charging our vaccination efforts.”

A new round of PPP will be a crucial lifeline to many businesses, said Ron Friedman, head of retail and consumer products for the **Marcum LLP** accounting and advisory firm and a partner in its Los Angeles office.

“What helps businesses the most has been PPP money. It has been so helpful for clients who have been substantially hurt,” Friedman said.

For those companies that received the first round of PPP funds and were looking to apply for another round, Friedman recommended working with the same banks and financial institutions that helped with the first round. These banks will be able to use the paperwork from the first round for new funds. Friedman also was helping businesses apply for Employee Retention Tax Credits. These refundable tax credits are equivalent to 50 percent of an employee’s wage. The credits range up to a \$5,000 credit for the 2020 fiscal year to \$7,000 per quarter during the 2021 fiscal year. The \$7,000 quarterly credit will expire on June 30. Friedman also recommended checking the website for the Small Business Administration at [sba.gov](http://sba.gov) to look for updates and new guidance for PPP programs.—*A.A.*

## TECHNOLOGY

## With Digital Commerce Surging, Social Media Looks for Its Place in Retail

By Andrew Asch Retail Editor

Social media has minted its own internet celebrities, but many entrepreneurs are trying to judge whether platforms such as **Instagram** and **Facebook** will make fortunes for retailers.

With the billions of people checking social media every day, these platforms should be natural candidates for shopping. In mid-2020, the platforms, both owned by Facebook Inc., the Menlo Park, Calif., technology conglomerate that earned more than \$70 billion in 2019, introduced Instagram Shops and Facebook Shops. In the future, consumers will be able to pay for items through Facebook’s Messenger and Instagram Direct.

The timing to introduce the Shops feature could not be better. 2020 was the year that digital commerce skyrocketed. E-commerce sales increased 49 percent during the 2020 holiday season, according to a report from **Mastercard Spending Pulse**, a market-research group of the Mastercard payments network. However, commerce on social media is still considered relatively new yet a force that is gaining momentum, said Paula Rosenblum, managing partner and co-founder of **Retail Systems Research**, a Miami, Fla., market-research company focused on retail technology.

Currently, social media is an important forum to introduce consumers to products, Rosenblum said. “What you are talking about here is the purchase journey. It fits into product discovery,” she said.

Product discovery is a primary social-media function for Lisa Kline, a once-prominent bricks-and-mortar retailer. In 2011, she closed her **Lisa Kline** physical boutiques, which had cultivated a big following when they did business on high-profile shopping streets such as Los Angeles’ Robertson Boulevard.

Since 2011, she has worked as a retail consultant for high-



Wallis Barton makes most of her revenue from her vintage-fashion boutique, the Cornwall Collection, on its Instagram page.

end hotels like **Shutters on the Beach** and organizing brand placement for programs such as the “Today Show.” But in June 2020, she got back into retail by opening **shoplisa.com**, a Los Angeles–headquartered digital-commerce retailer where the @shoplisa Instagram page is an important part of the operation.

She uses Instagram and Facebook profiles to tell the world about products that she is curating and to reintroduce Lisa Kline to the shopping public. Before the COVID-19 pandemic, and definitely before digital commerce dominated retail, the way to tell the world that a retailer was ready to do busi-

ness typically required opening a physical store. Along with serving as a place to make transactions, the physical store would serve as something of a billboard, according to conventional retail wisdom.

“Social Media has been crucial for promoting my new website, letting people know I am back in the space, and promoting brands. I already see it working by bringing in sales off of Instagram and Facebook posts. In 2021, there will be a big focus on promotion via those social-media channels,” she said.

Social media has been reaching its revenue-making potential for Wallis Barton, who makes most of her income from the vintage-fashion boutique **The Cornwall Collection**, which she runs on the Instagram page @thecornwallcollection. She also earns money through working as a style influencer on the Instagram page @\_wallis\_. If it weren’t for Instagram, her avocation for vintage fashion would have remained a serious hobby. Since 2018, she has sold vintage designer fashions, as well as vintage T-shirts, and, more recently, furniture and homewares on @thecornwallcollection. She believes that many who are interested in vintage clothing’s sustainability angle visit her profile page.

“It’s a lot Gen Z and Millennials” Barton said. “They pay through **Venmo** and give an address. I put their orders in the mail.” For those who do not frequent Instagram, she has also produced the e-commerce boutique **thecornwallcollection.com**. However, the informality of social media has built a community around her Instagram pages, she said. “I put an item on the page, and they DM me,” Barton said of the direct messaging feature on Instagram.

The pictures and the video she posts also develop a conversation around the clothing that she sells. “[Shoppers] get to have an experience,” Barton said. “You get to know me and it feels more personal. I am not a nameless, faceless company. You are helping to support me, my rescue dog and two cats.” ●



Resources

Sourcing  
Cinergy Textiles, Inc.

1422 Griffith Ave.  
Los Angeles, CA 90021  
(213) 748-4400  
Fax: (213) 748-3400  
cinergytextiles@aol.com  
www.cinergytextiles.com

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

Fashion  
Atlanta Apparel

www.AmericasMart.com/apparel  
**Products and Services:** Atlanta Apparel is the largest apparel market on the East Coast, offering thousands of contemporary and ready-to-wear women's, children's, and accessories lines all together in one location at one time. As the apparel and accessories collection of AmericasMart® Atlanta, it features an expansive—and growing—product mix, including contemporary, ready-to-wear, young contemporary, social occasion, bridal,

activewear, resortwear, swim, lingerie, fashion jewelry, fine jewelry, shoes, handbags, and more showcased in permanent showrooms and temporary exhibition booths. Trend-driven juried temporary collections include Première (women's premium high-end/contemporary apparel, denim, and accessories) and Resort (high-quality lifestyle apparel and accessories). Atlanta Apparel presents five apparel markets and three specialty markets: World of Prom (prom, pageant, quinceañera, social occasion) each year and Vow | New World of Bridal twice each year.

IFJAG

info@ifjag.com  
www.ifjag.com  
**Products and Services:** IFJAG trade shows feature fashion jewelry and accessories from around the world. Our exhibitors bring the finest brands, private-label products, and exclusive designs to our unique venue of private showrooms, which offer buyers a professional environment. The upcoming Orlando shows run Feb. 7-10 and May 12-14, 2021, at the Embassy Suites Hotel so you'll have plenty of time to stop by while you're in the area. You can preregister at our website. We welcome new exhibitors who would like to participate in our show for the first time! We offer buyers complimentary lunch.

Tags and Labels  
Progressive Label Inc.

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

Fax: (323) 415-9771  
info@progressivelabel.com  
www.progressivelabel.com  
**Products and Services:** Progressive Label is dedicated to helping companies develop and showcase their brand identity. From logo labels and hangtags to care/content labels and price tickets, we will develop, produce, and distribute your trim items worldwide. We specialize in producing custom products that will meet your design and merchandising needs. We successfully launched production of RFID price tickets last year. This demand is being greatly driven by the big retailers such as Macy's and Target. Our growth and market dynamics have resulted in opening up a production center in Tijuana, Mexico. We have also added advanced die cutter technology in our Los Angeles production center to streamline our production efforts and to strengthen our packaging capabilities. A very important part of our business is FLASHTRAK, our online ordering system for price tickets, custom products and care labels. Our mission is to deliver high-quality products at competitive prices, wherever they are needed for production. We understand the rush nature of this industry and strive to meet the tight deadlines facing our customers.

Finance  
Republic Business Credit

(866) 722-4987  
www.republiccbc.com  
**Products and Services:** Republic Business Credit is an independently owned commercial finance company headquartered in New Orleans with regional offices in Los Angeles, Chicago, Houston, Nashville and Minneapolis. Offering factoring, non-recourse factoring and ABL, with seasonal over-advances, we focus on tailoring finance

solutions to fit our clients' needs. At Republic, we are proud of our can-do, flexible attitude and our emphasis on responsiveness.

White Oak Commercial Finance

Commercial Finance  
555 West 5th Street, Suite 3380  
Los Angeles, CA 90013  
Gino Clark  
(213) 226-5201  
Fax: (213) 226-5374  
www.whiteoaksf.com  
**Products and Services:** White Oak Commercial Finance, LLC (WOCF), formerly Capital Business Credit/Capital Factors, is a global financial products and services company providing credit facilities to middle-market companies between \$1 million and \$30 million. WOCF's solutions include asset-based lending, full-service factoring, invoice discounting, supplychain financing, inventory financing, U.S. import/export financing, trade credit-risk management, account-receivables management, and credit and collections support. WOCF is an affiliate of White Oak Global Advisors, LLC, and its institutional clients. More information can be found at our website.

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

MODEL SERVICES

Rage

MODELS

"Real Models for Real Clothes for Real People ®"

PRO FIT MODELS

ALL SIZES AVAILABLE

TEAMRAGE@RAGEMODELS.COM

818.225.0526

FIT | SHOWROOM | TRADE SHOWS | PRINT | COMMERCIAL | RUNWAY

WWW.RAGEMODELS.COM

SEWING MACHINE / SUPPLIES

ACE SEWING

MACHINE INC.



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

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

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

CLASSIFIEDS

www.classifieds.apparelnews.net

P 213-627-3737

www.apparelnews.net

Buy, Sell & Trade

\*WE BUY ALL FABRICS AND GARMENTS

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

WE BUY ALL FABRICS & GARMENTS

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

www.classifieds.apparelnews.net

For best results  
hyperlink your ad



CALIFORNIA

ApparelNews

CLASSIFIEDS

www.classifieds.apparelnews.net

P 213-627-3737 Ext. 276, 280 P 213-623-1115

www.a.p.p.a.r.e.l.n.e.w.s.n.e.t

Jobs Available

BEDHEAD PALAMA  
DESIGN ASSISTANT

- Must have at least 1-3 yrs' exp. in a design dept., working with or with prints in a print dept. exp. doing your clothes, tech designs, CADS, color separations & spec sheets. Must be highly motivated, energetic, & willing to adapt quickly in a fast-paced environment. Must have good computer skills & know Adobe, Corel, Photo Shop & Illustrator. Will be in charge of the full sample process from fabric & trim purchasing to CAD & tech sheet production. Must be highly organized & not afraid to try new systems or develop systems to save time. Contact: wendy@bedheadpalama.com

LP SPORTSWEAR  
TEXT PRODUCTION PATTERNSMAKER

- LA contemporary company seeking T/P. Production Patternmaker. Min 2 years exp. Must be proficient at Gerber system. Must specialize in garment drafts and dress garments. Assist in creation and execution of product. Expert at fit, construction, draping, sewing, alterations. Able to work in fast-paced environment. Email resume to: loren@lpsports.com

Technical Designer

- A major private label manufacturer located in West LA is seeking for a Technical Designer with a min of 5 years' exp. w/ exp. knowledge of various garment constructions and fabrics is required. Background in patterns in a large plant. Responsibilities include: Development Sketches in Adobe Illustrator, and flat Tech Packs. Creating Specs for production fit approval, conduct fittings, interface with factory's on pattern development. Excellent communication, organizational and follow-up skills required. A technical background and

Jobs Available

BEDHEAD PALAMA  
PRODUCTION MANAGER

- Must have at least 5 yrs' exp. in both domestic & overseas production. Must have worked with contractors. Must be highly motivated, detail oriented, energetic, and willing to adapt quickly in a fast-paced environment. Must have good computer skills and know spreadsheets, excel and AIMS. Will be part of the planning of buys for fabric. Must know cutting, specs and be able to put together tech packs. Must be organized and not afraid to try new systems or develop systems to save time. Contact: wendy@bedheadpalama.com

Sales Representative

- Vertical apparel company in contemporary ready market currently seeking for outstanding and responsible Sales Representative. • Candidates: • More than 10 yrs' experience in garment sales for major stores and Active Business connections. • Able to make sale, strong communication & organizational skills. • Good work ethic & positive attitude. • Computer literate. • Please include your cover letter and resume with salary history to: sarah@bedheadpalama.com and jenny@bedheadpalama.com

GRAPHIC ARTIST

- Minimum 5 years' experience for street, surf, skate company. Good local experience and working relationship with international vendors is a plus. Please send resume in confidence to: info@apparelnews.com

Jobs Available

Sales and Production Assistant

- We are looking for a Sales & Production Assistant. Contributing to the production process, build relationships with vendors and external customers. 1-3 years' experience in apparel/retail production and sourcing. Please send resume to: sarah@bedheadpalama.com

GRAPHIC/AD ARTIST

- Creative individual for developing new artwork for T-shirts, screen prints and sublimation. Must be able to create color and line sheets as well as other graphic needs that arise. Proficiency in illustration and photography is a must. Please E-mail resume to: loren@lpsports.com

LOGISTICS COORDINATOR

- We are looking for an experienced EOI & Logistics Coordinator to join our team. Responsibility & processing EOI orders. Creating UPC's, Preparing shipping docs, arranging pick up. Must have knowledge of QIS, Invoicing, C/O's, D/C, etc. 3-5 years' experience. Please send resume to: sarah@bedheadpalama.com

ApparelNews

JR ADVERTISING

SALES EXECUTIVE

- Seeking professional, energetic salesperson with Apparel Industry and/or Ad Agency experience. Please send your resume to:

For classified information,  
call 213-627-3737  
or email terry@apparelnews.net

CALIFORNIA  
ApparelNews

10 CALIFORNIA APPAREL NEWS JANUARY 22, 2021 APPARELNEWS.NET



# AS YOUR BRAND EVOLVES



MAKE YOUR BRANDING SOLUTIONS  
PROGRESSIVE



[WWW.PROGRESSIVELABEL.COM](http://WWW.PROGRESSIVELABEL.COM)

(323) 415-9770

LOS ANGELES • MEXICO • HONG KONG

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



# Working Capital to Grow Your Business

We have designed our products with the flexibility to meet your needs and with the experienced team to ensure we deliver when you need it.

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

REPUBLIC   
BUSINESS CREDIT