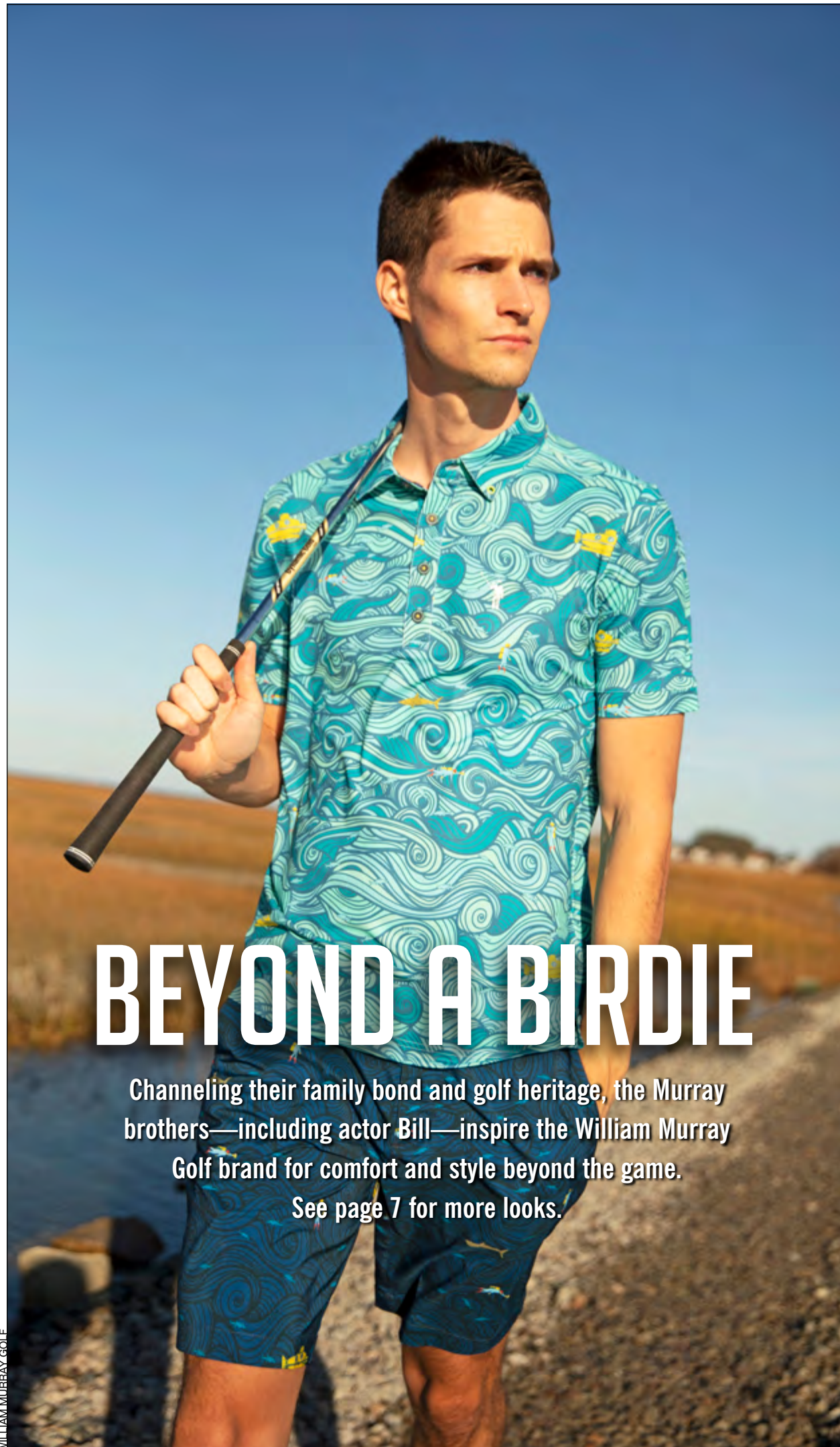


CALIFORNIA ApparelNews

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BEYOND A BIRDIE

Channeling their family bond and golf heritage, the Murray brothers—including actor Bill—inspire the William Murray Golf brand for comfort and style beyond the game.

See page 7 for more looks.

WILLIAM MURRAY GOLF

TRADE-SHOW REPORT

First L.A. Market of 2022 Reveals Latest Spring and Summer Styles

By Tyler Shultz Assistant Editor

The first **Los Angeles Market Week** of 2022 took place Jan. 16–19 in downtown Los Angeles, where bright colors and flashy prints contrasted against the overcast January sky. Brands were showcased throughout the **California Market Center**, **The New Mart** and the **Cooper Design Space** previewing collections for the upcoming Spring and Summer seasons with a little bit of Fall mixed in as well.

Accommodating buyers at the CMC

Buyers at the CMC were welcomed with live music and complimentary coffee at one of many drink carts. The CMC also provided buyers with lounges on multiple floors that were stocked with beverages and snacks to keep attendees fu-

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TRADE-SHOW REPORT

Active Collective and Swim Collective Set the Tone for a Positive New Year

By Tyler Shultz Assistant Editor

The **Pasea Hotel & Spa** in Huntington Beach, Calif., was the site of the **Swim Collective** and **Active Collective** shows Jan. 10–11. Formerly hosted at the **Anaheim Convention Center**, the co-located sibling shows produced by **Emerald** allowed attendees to get a look at the latest styles in swimwear and activewear in a new venue. After being held in a convention-center setting in previous years, the shows moved back to a space that truly embodied the spirit and vibe of the event.

Actively engaged in business

Active Collective showcased a variety of brands including **Wear It To Heart** and **FP Movement**, which previewed products ranging from tops and bottoms to accessories such

➔ **Active-Swim** page 5

INSIDE

Where fashion gets down to businessSM



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New E-Commerce Platform JuniperMarket Opens for Business

JuniperMarket, a new multi-line B2B e-commerce platform, opened for business on Jan. 6 and provides shoppers a wide selection of gift, home and lifestyle products.

JuniperMarket is powered by **International Market Centers** and features 3 million SKUs from over 1,500 brands. Of the participating brands, 50 percent fall into the home category while another 40 percent are gift, giving shoppers a wide selection of products in one place.

Specialty categories, including seasonal, housewares and gourmet, and fashion accessories have been experiencing strong growth on the platform. The mix of established and emerging brands encourages buyers to expand relationships with current vendors as well as discover new suppliers. New sellers and products are added to the JuniperMarket platform daily.

"The next era of wholesale buying and selling is here," said Juniper Chief Executive Officer Bill Furlong. "This transformation is



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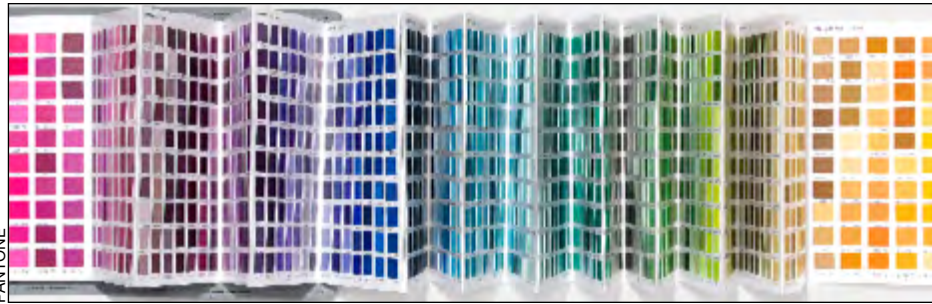
inspired by our team's deep roots in the industries Juniper serves and the unmatched reach of IMC buyer and seller relationships. Today is a major step toward a digital marketplace that helps buyers and sellers discover, connect

and transact—in person or online—seamlessly bridging physical and digital sales."

JuniperMarket also benefits from connecting with IMC's 26 trade shows and buying events. In 2021, Juniper preregistered more than 26,000 users through at-market events, with a direct pipeline to IMC's database of over 600,000 qualified retailers, offering sellers even greater exposure. Optimized websites for events, including **Atlanta Apparel**, **High Point Market**, **Las Vegas Apparel** and **Las Vegas Market**, provide additional visibility for sellers participating in IMC's physical and digital trade shows.

Another advantage is the integration between JuniperMarket and the suite of SaaS tools provided by **JuniperCommerce**. Providing tools to build a B2B website, sharing and syndicating product data, supporting sales representatives, and managing leads and customers, JuniperCommerce allows for small and mid-size brands to experience previously unreachable growth.—Tyler Shultz

Pantone Releases the Fashion Home + Interiors Paper Traveler



The newest edition of the Pantone Fashion Home + Interiors Paper Traveler features 2,625 colors arranged by family on accordion-style pages that allow creatives to see an entire palette of hues in one glance.

Pantone has announced the release of the latest edition of the Pantone Fashion Home + Interiors Paper Traveler, which aims to help provide a better experience for teams and designers and allows them to work and create from anywhere.

The newest edition features 2,625 hues arranged by color family, which allows creatives to see an entire palette of colors at a single glance. Colors are produced as nitrocellulose lacquer, similar to the FHI Color Guide, with each color supported by data that allow for fast turnaround and on-time production. The FHI Paper Traveler also features an exclusive chip of Pantone 17-3938 Very Peri, which was announced as Pantone's Color of the Year 2022.

The Pantone FHI Paper Traveler is part of Pantone's Fashion, Home + Interiors product suite, which focuses on providing digital and physical products that support the creation of goods for fashion, home furnishings and other related product markets. The Paper Traveler works well with Pantone Connect, which lets users physically confirm their digital color.

"Our team is relentless in updating our products to ensure that designers have tools that support their way of working. With the new FHI Paper Traveler, we wanted to make sure that not only are we aligning our product to the diverse nature of the FHI industry but also the changing nature of work. We are very excited for our designers to have a better user experience with features that will help them make the best color choices and create an easier, more efficient process individually and with their teams," said Tannese Williams, product manager of Fashion Home + Interiors at Pantone.—T.S.

Inside the Industry

Apparel company VF Corporation has appointed Nicole Otto to the role of global brand president of The North Face. Succeeding Steve Murray, who is retiring, Otto will report to VF Chairman, President and Chief Executive Officer Steve Rendle once the transition is effective in June. Otto spent 16 years with Nike, most recently as the vice president of Nike Direct North America, a position she held from 2018 to May 2021. "[Otto's] global industry experience and deep understanding of consumer-engagement strategies—through both physical retail and digital commerce—make her ideally suited to take the helm of this iconic brand and accelerate growth through even more-compelling direct connections with consumers worldwide," said Rendle.

California Gov. Gavin Newsom announced the state's budget proposal on Jan. 10, which included a planned investment of \$2.3 billion for ports in the Golden State. "I applaud Gov. Newsom for meeting the moment with bold leadership," said Port of Los Angeles Executive Director Gene Seroka. "The governor's budget allocates \$2.3 billion for ports to address bottlenecks in our supply chain, advance our efforts to decarbonize the freight system, and ensure a robust and resilient workforce continues to move goods on behalf of the state and nation." Known as "The California Blueprint," the proposal includes port infrastructure and goods movement, which will increase capacity on rail and roadways serving ports; zero-emission equipment and infrastructure; workforce training; enhancing the state's capacity to issue commercial driver's licenses; and operational and process improvements.

National Retail Federation Chief Economist Jack Kleinhenz recently commented on the current COVID-19 omicron variant's potential impact on the economy. While the variant could contribute to inflation, Kleinhenz noted that widespread shutdowns are unlikely. "While omicron is highly transmissible, its effects can be relatively mild for those who are fully vaccinated, and broad-based lockdowns are not expected," Kleinhenz said. "Little is certain about omicron's impact on consumer demand, but people who stay at home because of the variant are more likely to spend their money on retail goods rather than services like dining out or in-person entertainment. That would put further pressure on inflation since supply chains are already overloaded across the globe."

HanesBrands announced a \$2 million investment in three historically Black colleges and universities. Through a four-year partnership with North Carolina A&T, Pensole Lewis College of Business & Design and Winston-Salem State University, the apparel brand will fund research and provide financial support to students pursuing studies in concentrations including sustainability, fashion design and supply-chain management through scholarships, internships, mentorships and grants. "Our partnerships with these HBCUs are part of HanesBrands' legacy of investing in our communities," said Steve Bratspies, CEO of HanesBrands. "The scholarships and internships that are part of this program will ensure that students have opportunities to acquire the education and experience necessary to succeed and will help build a diverse and inclusive workforce."



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Levi's Expands Stony Creek Plant-Based Dye Partnership Through Fashion for Good

By Dorothy Crouch Managing Editor

During its quest for achieving greater sustainability in denim, industry pioneer **Levi Strauss & Co.** has expanded its work in plant-based, pre-reduced indigo development as it continues its efforts with **Stony Creek Colors** and reported progress from its recent partnership with **Fashion for Good**. For the San Francisco denim brand, the trio represents progress to scale its use of Stony Creek Colors' IndiGold dye, which it hopes will establish a reliable source of more ecologically sound indigo that is projected to enter the market by late 2022 to early 2023.

"Our previous work with Stony Creek has shown the great potential of plant-based dyes," said Jeffrey Hogue, Levi's chief sustainability officer, in a Jan. 10 statement on Levi's *Unzipped* blog. "This is a great opportunity to expand that work and to more fully realize the potential of both this innovation and our partnership with Fashion for Good."

Levi's joined sustainable-fashion-innovation platform Fashion for Good in April to fortify its commitment to sustainable practices. The denim brand's partnership with Stony Creek has been in place for a number of seasons, during which Levi's Wellthread collection included plant-based indigo formulas from the natural-color provider.

"The original Levi's jeans used plant-based indigo, so in some sense we're returning full circle to our roots," said



IndiGold brings Stony Creek Colors' proven, climate-positive indigo dye into a new, liquid form that allows for radical ease of use and efficiency in dyeing at denim mills.

Levi's Director of Design Innovation Una Murphy in an October statement.

Exploring methods to discover shade application and ef-

ficient processes, Levi's will provide advisement regarding technical approaches. Stony Creek Colors will bring its IndiGold dye to a selection of denim mills that will perform trials under a number of dyeing systems.

"Customers and brands want clean, safe processes and fabrics. Awareness of a changing climate requires us to act boldly with scalable, plant-based alternatives," explained Stony Creek Colors Chief Executive Officer and founder Sarah Bellos in December. "IndiGold brings Stony Creek Colors' proven, climate-positive indigo dye into a new, liquid form that allows for radical ease of use and efficiency in dyeing at denim mills while reducing the chemistries that can lead to pollution in the denim-dyeing process."

As an equity stakeholder in Stony Creek Colors, Fashion for Good will monitor the progress of the initiative. While Levi's previous work with Springfield, Tenn., Stony Creek Colors has moved the ecological needle forward within the fashion industry, the presence of Amsterdam's Fashion for Good is an asset that will expedite speed-to-market for a more natural indigo product.

"The textile industry must move toward safer, renewable and regenerative inputs," said Katrin Ley, managing director of Fashion for Good, in December. "Stony Creek Color's innovation is driving this change, and we are excited to be working closely with them and our partners to bring this to market." ●

TRADE-SHOW REPORT



Hudson Jeans displayed pieces from spring through its upcoming Fall collection. Buyers shopping the brand were interested in the straight and bootcut fits.



SOAH attended its first L.A. Market and showcased its upcoming spring and summer swim and resort styles.



Australian-based brand THRILLS attended the Brand Assembly Show and displayed products made from hemp and certified organic cotton.



The Brand Assembly Show took place in the loft space on the 11th floor of the Cooper Design Space and showcased a number of styles for the Summer and Pre-Fall seasons.

L.A. Market *Continued from page 1*

eled up for the entire day. Buyers attending early enough were treated to a selection of breakfast pastries in the lounge, and sandwiches were provided at noon for those who wanted to grab a quick bite during a break.

Miami-based fashion brand **SOAH (Soul of a Hippie)** was set up in a temporary showroom on the second floor. It was attending L.A. Market for the first time and was excited to show off its upcoming Spring and Summer offerings including various swim- and resortwear styles. Designer and creative director Nathalie Bolsterli said the brand tries to offer a variety of styles to reach a wide range of consumers.

"We try to make different varieties of fits and styles that cater to those looking for a more conservative look to those who want something a little sexier. We try to keep our offerings well rounded," Bolsterli said.

Bolsterli also mentioned that floral-patterned pieces tended to be some of the more popular in the collections.

Cynthia Hale-Price was browsing the showrooms at the CMC, taking notes for her upcoming boutique in Cincinnati, Ohio. Hale-Price has previously owned boutiques and is reentering the retail industry after a long absence.

"This show has been very eye-opening," Hale-Price said. "I haven't been in this business in over 20 years, so it's interesting to see how things are done now."

Spring, Summer and Pre-Fall at the Cooper

Buyers at the Cooper Design Space were able to see the latest pieces from brands **Michael Stars**, **Bella Dahl** and **Wear It To Heart**.

Multi-line showrooms such as the **Focus Showroom**,

which showcases the brands **LAMARQUE**, **Karina Grimaldi**, **Hutch**, **Central Park West**, **Ecrú**, **CHRLDR**, **Kathryn McCarron** and **One Grey Day** had a mix of appointments and walk-ins. Gabby Montanez, representative for the Focus Showroom, said some buyers were taking notes but more were placing orders. Seemingly on trend with the rest of the market crowd, Montanez noted florals were doing well as were summer dresses.

Kyla Faulder, who was attending market for **La Tre Clothing** in Ukiah, Calif., was shopping for Spring/Summer while also getting a jump on Fall 2022.

"We're looking for a lot of color for Spring, and we're doing a little bit of Fall, so we're looking at cozy stuff as well. Also just seeing what's available. Overalls would be great. Dresses for Spring/Summer. Lots of florals too," Faulder said.

Located on the 11th floor was **Brand Assembly**, which featured brands **Catherine Gee**, **Frances Valentine**, **Neem Living** and **Joie** among many others showing off the latest styles for Summer and Fall 2022.

THRILLS, an apparel brand from Byron Bay, Australia, known for its vintage-inspired pieces, was displaying new items from its upcoming collections, including pieces made from sustainable fabrics such as hemp and certified organic cotton.

"The brand has been around since 2011, but we launched in the United States three years ago, so we're really just emerging here. It's been a great launch for us—all of the accounts that we've opened have been experiencing great sell-through, so it's exciting," said Erin Benjamins, sales representative for THRILLS. "Our denim—we've been specializing in a bunch of different fits so that's been huge. **Free People** has done well with our pants, denim and swim."

Denim trends dominate at The New Mart

The New Mart featured many new tenants and L.A. Market Week-exclusive showrooms, allowing buyers the chance to look through collections and pieces that are normally not available. The **Metta Studio** showroom was a market exclusive that showcased collections from **Lavender Brown**, **Fidelity Denim**, **Lucca Couture** and **Modern American**.

Los Angeles-based **Hudson Jeans**, which shared a showroom on the ninth floor with **Joe's Jeans** and **Favorite Daughter**, was at market showing off pieces from Spring through Fall 2022, which features coated denim as well as vegan-leather pieces. Morgan McQueen, account executive for Hudson Jeans, offered insights into trends buyers were shopping.

"Buyers have been looking at the straights. Straight fits are really popular right now as people are trending out of the skinny fit. So a lot of straight fits and boot cuts have been popular. We have great coated denim as part of our new Fall collection. Historically we did well with skinny jeans, but styles are definitely trending toward that straight silhouette."

Brands showcased at The New Mart brought in buyers from out of state. Tiana Lavrova, buyer and hairstylist at **Li La Beauty Co.**, a salon and boutique in Washington, joked about the challenges in buying for future seasons.

"We're looking at swimwear. We have a lot of lakes around us. We're in Liberty Lake, Wash. It's hard for us right now because we have snow on the ground and we're shopping for swimwear," Lavrova said. "We're picking up some denim as well. We picked up **Boyish** denim, a new brand. And **Bishop and Young**." ●

Adidas Signs CMC Lease for 107K-SF DTLA Space Following Renovation

As the **California Market Center** unveiled its fresh space on Jan. 11, following a \$250 million-plus renovation, property manager **Brookfield Properties** announced that it would welcome global athletic-apparel brand **Adidas AG**, which signed a lease for 107,000 square feet of space at the downtown Los Angeles site. As the anchor office tenant at the CMC, Adidas will occupy the top floors of two interconnected buildings, including a private 5,000-square-foot skydeck.

“For over 50 years the CMC has served as a historic cornerstone for L.A.’s most forward-thinking entrepreneurs in the fashion industry,” said Bert Dezzutti, executive vice president of the Western region at Brookfield. “Now, the new CMC has been reimagined to appeal not just to fashion-focused commerce but also to creatives from the technology, entertainment and media industries. We’re excited to welcome Adidas, one of the world’s most recognized and valued brands, to the new CMC.”

The CMC deal with Adidas is reportedly the biggest office lease to be negotiated for a downtown Los Angeles office space in more than a year, according to the *Wall Street Journal*.

Working with architecture-and-design firm **Gensler and Turner Construction**, the CMC renovations were recently completed after a project that began at the end of 2018. The site was originally developed in 1963. Renovations of the CMC’s three interconnected 13-story buildings included updating the exterior façade with energy-efficient floor-to-ceiling windows, the addition of



After a \$250 million-plus renovation spanning three years, the CMC welcomed Adidas, one of the biggest L.A. office-space leases to be negotiated in over a year.

sunlit skybridges that connect floors between each edifice and a ground-floor public space. The ground-level space, which formerly included a bank building, now serves as an open pavilion, which includes café seating, a performance space and pedestrian pathways.

As part of its plans for the ground-level space, Brookfield intends on devoting 150,000 square feet to local and regional street-level retail. The property-management firm has signed a lease agreement with **Urbanspace**, a development firm focused on immersive public markets. At the CMC site, Urbanspace will open its first Los Angeles location. This area will feature 19 food-and-beverage vendors from the local Los Angeles region.

Later in 2022, Brookfield will unveil a 15,000-square-foot tenant-only fitness center featuring an adjacent outdoor basketball court.—*Dorothy Crouch*

LEGAL

SA&M Expands Fashion Legal Representation With Hire of Brutzkus and Rozanzky

Los Angeles legal firm **Stubbs Alderton & Markiles, LLP**, recently welcomed two of fashion’s legal experts to its roster as it announced the hiring of Mark Brutzkus and Nick Rozanzky as partners. With their experience in the field, most recently as name partners of **Brutzkus Gubner Rozansky Seror Weber LLP**, Brutzkus and Rozanzky bring decades of legal experience to SA&M.

“When presented with the opportunity to bring Mark and Nick on board, our partners immediately appreciated how it made sense for our firm as well as for Mark and Nick,” explained Scott Alderton, SA&M’s managing partner. “We have longstanding relationships with Mark, Nick and the Brutzkus Gubner firm, so this is not something that happened out of thin air.”

A founding partner of his former firm, Brutzkus most recently represented hair-dye brand **Arctic Fox** during its \$100 million sale to **LG Household and Health**. Brutzkus specializes in representing consumer-product companies with dealings in corporate, commercial, intellectual property, finance, transactional, merger and acquisitions, insolvency, e-commerce, and sourcing. Over the past three decades, he has offered his expertise to apparel, textile and other consumer-product clients as they navigated their startup stages, capital transactions, and mergers and acquisitions.

“SA&M is an excellent platform for me to expand my consumer-product practice, particularly because the firm has unparalleled experience working with venture-backed emerging-growth, middle-market public, large-technology, and entertainment and digital-media companies, as well as investors, venture-capital funds, investment bankers and underwriters,” said Brutzkus. “More and



From left: Mark Brutzkus and Nick Rozanzky bring decades of legal experience to SA&M, which focuses on establishing an approach to fortify the strength of its clients’ businesses in order to help them evolve.

more of my clients are asking for ancillary practice areas and specialized attorneys who can help with long-term, holistic goals.”

Experienced in many business areas, Rozansky has guided clients through prelitigation and litigation matters, risk avoidance, collaboration deals, IP protection, and business strategies. He has litigated partner and shareholder disputes, fraud, trademark- and copyright-infringement disputes, and contract cases. In addition to fashion, Rozansky has represented clients in a number of industries including jewelry, banking and finance, and consumer products. Rozansky’s career has also led him to serve as outside general counsel to select mid-market companies.

“This move provides my clients with much-needed corporate and M&A expertise and greatly expands my litigation capacity by joining three renowned litigation partners and several extremely capable litigation associates,” said Rozansky.—*D.C.*

ABS by Allen Schwartz Acquired by Five Oak Brand Management Advisors

Celebrating his brand’s 40th anniversary, designer Allen Schwartz announced the acquisition of his Los Angeles label by New York-headquartered **Five Oak Brand Management Advisors**. The deal, announced Jan. 6, includes the acquisition of **ABS by Allen Schwartz** and all of its subsidiaries. Schwartz will remain as creative director for the contemporary brand. Financial details of the deal were not available at press time.

“[Five Oak Chief Executive Officer Simon Douek] just wants to take the baton and stay with it. It’s not that he wants to knock it down. He wants to make beautiful dresses and luxury sportswear,” Schwartz explained. “He has that entrepreneur way about him that I like. The big [mergers-and-acquisitions] guys just want to load up on the volume.”

Through Five Oak’s management of the brand, Schwartz will gain a partner that will lead it through licensing that aligns with the company’s vision of affordable luxury. Douek echoed Schwartz’s enthusiasm about working together as Five Oak prepares to establish a strategy for ABS by Allen Schwartz’s new chapter.

“We’re very much involved in the business of licensing and pairing manufacturers with licensees. I saw great potential for Allen’s brand to be licensed out to best-in-class manufacturers in different categories and to expand the brand not only here in the United States but worldwide,” Douek explained. “Allen is one of the most talented people I’ve ever met. He is very charismatic and outgoing. I was immediately drawn to him, his vision and his brand.”

For Schwartz, the deal also means his brand will now experience the influence of New York sensibilities for a label rooted in Los Angeles glamour. Under Five Oak, Schwartz hopes to increase the luxurious elements of ABS by Allen Schwartz while allowing it to remain accessible with evening



Celebrating 40 years as an iconic Los Angeles label, ABS by Allen Schwartz will bring its unique brand of affordable luxury to Five Oak.

gowns retail priced at \$298–\$498, jackets at \$350–\$450, lined blazers and pants at \$200–\$350, and blouses in silks and cottons at \$150–\$300.

“The acquisition and the fact that everything now will be based out of New York will increase the speed, the newness, and the product will be better than ever,” Schwartz explained. “I love the mantra of affordable luxury, but I will be able to give the consumer a better-quality product in New York with a faster turn.”

Noting that Schwartz “does things to the max,” Douek is focused on supporting the brand with the same commitment and dedication the designer embodied to grow his company over the last 40 years.

“You are going to see ABS by Allen Schwartz expand tremendously in the fashion arena, not only creatively but also the reach of the brand at retail,” Douek said. “Our philosophy is to continue to maintain the heritage of the brand, go back to its core, its DNA. Allen always made quality product at an attainable price. That is what we plan on doing.”—*D.C.*

MycoWorks Raises \$125 Million in Series C Funding

San Francisco-based biomaterials company **MycoWorks** announced it has secured \$125 million during its latest funding round.

The funding was led by **Prime Movers Lab** with additional participation from new investors **SK Networks** and the **Mirabaud Lifestyle Impact & Innovation Fund**. The funding will be used to launch the first full-scale Fine Mycelium production plant to meet the growing demand for the company’s materials, including its flagship product, Reishi, which is a leather-like product made from mushrooms. The Fine Mycelium process produces natural materials that rival the performance of traditional animal leathers while providing a lower environmental impact.

“We are thrilled to partner with new and returning investors who have deep experience in manufacturing scaleup. MycoWorks’ Fine Mycelium platform produces the world’s highest-quality leather-like material via a proprietary process that we own and operate,” said Matt Scullin, CEO of MycoWorks. “As the only vertically integrated biomaterials company in the new-materials space, we will use this new capital to continue growing our leadership position.”

The new production plant will be located in Union County, S.C., and is modeled after the company’s semiautomated Emeryville, Calif., pilot plant that successfully demonstrated the scalability of the Fine Mycelium process. The new facility is expected to be operational in a year and will enable the mass production of several million feet of Fine Mycelium materials per year. The funding



MycoWorks’ \$125 million in Series C Funding will be used to launch the first full-scale Fine Mycelium production plant to meet the growing demand for the company’s materials, including its flagship product, Reishi, which is a leather-like product made from mushrooms.

will also support the company’s growing team as well as continued research, development and innovation to advance the Fine Mycelium platform.

MycoWorks announced its first partnership with fashion brand **Hermès** in the spring of 2021 and has additional contracts in place with other major luxury brands. It is working toward entering the market with a range of price points as it moves to scale production.—*Tyler Shultz*

Dallas Market Center Exhibitors, Buyers Report Strong Business

By Dorothy Crouch Managing Editor

Continuing to report growth with each new edition, the **Dallas Market Center's** most recent **Apparel & Accessories Market** saw increased traffic, enthusiastic visitors, new buyers and a refreshing interest in bright trends that afford hope to a recovering industry. During the Jan. 11–14 installment of the show, the DMC saw the event's total attendance rise by 30 percent over 2020. New-buyer attendance rose 60 percent over 2020 figures. The largest increases in buyer attendance were recorded among visitors from the West, Southeast and upper-Midwest regions of the United States.

"There's tremendous momentum in Dallas," said Dallas Market Center President and Chief Executive Officer Cindy Morris. "Not only was it the largest January show in years, but we also welcomed buyers from coast to coast. Our new-buyer applications from across the country continue to set records, and more brands are seeking space inside our marketplace."

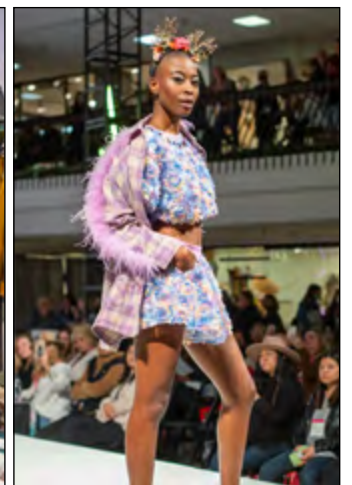
Visiting from Maquoketa, Iowa, **Von Maur** General Merchandise Manager Joanna Powers was shopping for Immediate and Back-to-School items. Noting that cost is not an issue for Von Maur as the department store carries a variety of price points, Powers did mention that pricing had increased across categories. According to Powers, the temporary floors experienced busy traffic during her visit. She enjoyed the streamlined organization of the market.

"Dallas market is a great place for efficiently shopping all your vendors and seeing what is new. Everyone who works at the DMC is so nice and super helpful if you have specific needs or questions," said Powers. "It's a nice balance of walking the temporary floors to pick up Immediate goods but also have actual vendor appointments in showrooms to view further-out deliveries. As a GMM, it enables me to see a lot in a short amount of time to keep a pulse on all my areas."

During the event, Powers searched for updated designs on the shacket, the fall style that has been popular for a number of seasons. While observing the looks of other attendees who



DALLAS MARKET CENTER



The Dallas Market Center's January Apparel & Accessories Market reported increases in traffic, as buyers descended upon the site to place orders with exhibitors and observe trends.

visited the show, Powers noted trends toward bright hues such as hot pink in addition to **Golden Goose** sneakers.

This trend toward striking fluorescent colors was also observed by **Accessory Concierge** co-owner Amy Coffey, who exhibits at Dallas Market Center during every Apparel & Accessories Market. Coffey noted that the ideal wholesale price point for buyers seemed to be under \$30. The statement pieces offered by Accessory Concierge spoke to a trend toward showy goods that befit an emergence from casual clothing into more stylish, fashion-forward aesthetics.

"We did a lot of neon. Bright pinks were definitely the No. 1 trend for us," Coffey said. "All of our jewelry is a stainless-steel base. Even though we plate or coat different colors, it's still a very quality piece."

For Coffey, whose business is headquartered in Dallas, the market was extremely busy with many buyers placing orders. The brand saw local buyers in addition to attendees from Louisiana and an increase in visitors from Florida.

"It was a wonderful market. I felt like people were really out to stock up and buy. They were also very ready to buy statement pieces again, which is exciting because that is a mainstay of our business. It gave us a lot of hope," Coffey said. "It was very busy. Almost every day there were two of us writing orders consistently."

The affinity Coffey feels for Dallas Market is not limited to local-business camaraderie but also stems from the variety found within the pool of buyers who visit the events. Reaching a group comprising varied attendees from retailers of different sizes is a major attraction.

"This market is very diverse in the clientele that comes and the shops. It is a lot of the mom-and-pop boutiques, but you also have some very high-end shoppers who are willing to buy very deep," Coffey said. "Dallas also attracts a lot of the younger buyers who are into selling on social media. And they can move some inventory. They are the deepest buyers—the ones that sell on social. It's a nice mix of clients." ●

Active-Swim *Continued from page 1*

as socks and face towels. Men's activewear and lifestyle brand **Rhone** came into the event with some prebooked appointments but also enjoyed some good foot traffic.

"We've had a mix of buyers who have just dropped their contact information off and will speak with us after they've had time to look at the line sheets, and we've also had accounts who are full on gung-ho and getting in orders right now and ready to ship as soon as possible," said Blythe Crasto, account executive at Rhone. "Everyone has been extremely enthusiastic about our collections and colors this season, so we're really excited about that."

Amy Kenner, vice president of sales and creative director of **good hYOUman** mentioned buyers were looking at prints for new activewear styles and designs.

"We primarily do athleisure—loungewear and activewear. People come to us for our positive messaging that we put on our graphics. As far as our activewear, I feel people are gravitating toward colorful prints now," Kenner said.

Visiting from Milwaukee, buyers Clare Censky and Jacob Bern of subscription-box company **Wantable** mentioned it was great to be able to see and meet vendors for the first time, in addition to being able to see product in person again. They also noted how perfect the venue and weather were for the event.

"This is the first Active Collective show for the both of us, and it's been great. The venue here is gorgeous, and we're from Wisconsin so leaving Wisconsin in January has been great," Censky said.

As a buyer for the **Kona Kai Resort** in San Diego, Stephanie Decuir took notes on the first day of the show before returning the second day to finish up some deals. Decuir mentioned she was purchasing activewear for the resort's fitness program and was looking at a midrange price point.

"We have a membership program and a fitness center where we offer about 38 classes a week, and we've decided to add retail to that component to reach an untapped market," Decuir said.

Attracting the swim set

The beachfront resort was a perfect opportunity for swimwear brands to show off their latest products and styles. Buy-



Local Thread co-founder Yolanda Wynton premiered the brand's latest offerings of swimwear made from sustainable fabrics like regenerated nylon and fabrics created from recycled plastic bottles.



Men's activewear and lifestyle brand Rhone experienced a lot of foot traffic during the Active Collective show.



Brands at the Swim Collective show were able to show off the latest styles and trends alongside the beach, allowing buyers to view products where they are meant to be featured.



ers and other attendees were able to envision how the products would look within the environment for which they are intended. Brands including **Melissa Odabash**, **ONEONE**, **Stone Fox Swim** and **Sunset Vibes Swimwear** were able to show off their latest and upcoming styles.

Local Thread, a Los Angeles-based swimwear brand for women and children, unveiled its latest offerings of swimwear made from sustainable and eco-friendly products. With pieces made from regenerated nylon and recycled plastic bottles, co-founder Yolanda Wynton found a lot of event attendees interested in the brand's ecologically sound practices.

"I've noticed a lot of people are interested in the sustainable fabrics we use. We use regenerated nylon created from things like fishing-net waste, and a lot of people have been interested in how the line impacts the environment," Wynton said.

The brand has also partnered with Los Angeles-based organizations to help give back as the goal of Local Thread is to create more than just a swimwear brand.

"We wanted to create a brand with a purpose—something more meaningful for us—and cultivating a movement of giving back," Wynton said. "For the women's line, a portion of the proceeds go to the **Downtown Women's Center**, which helps women experiencing homelessness in L.A., and for the children's line, we are partnered with **Hope in a Suitcase**,

which benefits children in foster care as they make the transition to joining a foster family."

Echoing this trend toward more-sustainable goods, buyers voiced their approval regarding brands releasing eco-friendly products. Ana Martinez and Sharyn Bojorquez were attending the event buying for **Soto & Sanchez Investments**, which owns and operates stores at **Los Angeles International Airport** and were looking for anything new or eye-catching that would fit in their stores. Recent supply-chain challenges were also top of mind for the duo.

"I was happy to see more-inclusive sizes available at some of the brands as well as a lot of more-sustainable and eco-friendly fabrications. We will definitely keep those in mind as we continue to look around. We're also looking at products that are locally sourced so that we can get them faster," Bojorquez said.

Regarding new trends, Erin Davis, sales and operations assistant for **ViX Swimwear**, said she noticed buyers were trending more toward minimal coverage for bottom fits, something to which the brand's Brazil-inspired style caters.

"A trend we've noticed has been more of a shift to minimal coverage, which we like to see as it is what Brazil is known for. So, it's good to see the American market getting behind that kind of trend," Davis said. ●

Ruby Ribbon Debuts New Swim Collection

Reentering the swimwear market after a hiatus, women's intimates, shapewear and athleisure brand **Ruby Ribbon** recently debuted its new collection in the category. With its reentrance into swimwear, Ruby Ribbon hopes to expand its mission of providing flattering pieces to customers who are shopping the swim market.

"Ruby Ribbon continues to evolve and grow with our customers, who are looking for supportive and fashion-forward swimwear options," said Cami Raymond, Ruby Ribbon's senior design director. "I've taken their feedback and designed beautiful swimwear silhouettes that incorporate our core fabrications, which give them confidence to look and feel their best."

Originally launched in 2017, Ruby Ribbon swimwear relies on proprietary components. Through using its trademarked InvisiShape fabric, the company, which is headquartered in Burlingame, Calif., has released a swim line that affords the smooth shaping of foundation garments in pool- and beach-appropriate styles.

The Spring 2022 collection has launched with four subcategories: La Jolla, Palm Beach, Riviera and St. Tropez. Within these subcategories are a number of bikini designs, tankinis, one-piece styles and cover-ups.

La Jolla includes colorful bikinis that reflect the Southern California swim culture with greater support for the region's emphasis on supportive pieces perfectly designed for playing in the surf. For its Palm Beach line, Ruby Ribbon channeled Southeast-coast swim styles with animal prints and sheer insets designed on silhouettes featuring halter and sweetheart necklines. Within the Riviera line, the company relays a sense of Old Hollywood glamour with ruching, polka dots and a one-piece featuring an adjustable halter neckline that can also be worn strapless. St. Tropez reflects chic swim with updated animal prints complemented by bright edging details in addition to see-through mesh features placed strategically to optimize the aesthetics achieved by the suits' shaping.

Available in 15 styles at RubyRibbon.com, the Spring 2022 swimwear collection boasts a UPF of 50. It is available in sizes S-3XL and 6-22. Retail price points range from \$59 to \$139.—*Dorothy Crouch*



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William Murray Golf Designs Its Styles to Reach Beyond the Course

Based on the stories of the Murray brothers growing up immersed in golf starting as caddies in Chicago, **William Murray Golf** has deep roots in the game. Now in its sixth year, the brand inspired by Andy, Brian, Ed, Joel, John and Bill—the actor who is the most famous Murray—is taking its designs to a place where customers can enjoy them on the course, in the clubhouse and beyond.

Originally designed with golfers’ needs in mind, William Murray Golf pieces feature characteristics to promote ventilation, moisture wicking and flexible comfort through lightweight, four-way-stretch fabric that affords the mobility required for the game. In its recent collection, the brand relies on fabrics with a soft hand and that are able to bypass ironing. Patterns in the collection stem from the humor for which the Murray family is known, such as prints of old-fashioned cocktails and a design featuring sailboats with waves and seagulls named the What About Bill Polo—a nod to Bill’s film “What About Bob?” There are also more-formal yet comfortable pieces such as a



William Murray Golf recently released its Back by Popular Demand Collection to share their affinity for the game’s culture on and off the course and reintroduce styles that are popular with fans.

velvet blazer.

The brand has experienced great success since its launch yet is positioning itself to become known as a resource for goods that can be enjoyed in many settings. While the foundation of

the brand is set within golf, the vision for the label is spreading the strong sense of family and humor of the Murrays.

“Our Back by Popular Demand Collection pays tribute to some of our original fan-favorite designs and ideas, while incorporating them in new colorways,” said William Murray Golf President and co-founder Brandon Barrett. “Our customers are at the center of everything we do, and bring out the personality of the brand through their unique style. We continue to listen and expand based on the feedback we receive, not only through designs, but extensions such as the upcoming women’s line set to launch April 2022.”

Available at williammurraygolf.com, the brand offers shirting in sizes S–3XL, bottoms in 30–40 and accessories including hats, belts, socks, boxers, swimwear and light outerwear such as pullovers. Non-apparel accessories include golf-ball markers, divot tools, caddy and cart towels, and driver covers in addition to drinkware. Retail price points range from \$5 for a beer hugger to \$250 for a velvet blazer.

—Dorothy Crouch

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New California Workplace Laws Impact Both Workers and Employers

By Tyler Shultz Assistant Editor

Gov. Gavin Newsom signed hundreds of new bills into law in 2021, with a number of workplace and labor laws that began on Jan. 1, bringing changes to employment practices and workplace safety. The apparel industry in the state is expected to see major changes as laws protecting garment workers went into effect and change how they are paid for their work.

Senate Bill 62, known as the Garment Worker Protection Act, went into effect on Jan. 1 and abolished piece-rate payment in the state. The law made California the first state to require hourly wages for garment workers and makes brands and retailers liable for wage theft and illegal pay practices. Gov. Newsom signed the bill into law in September 2021. A different Garment Worker Protection Act was introduced in September 2020 but failed to reach the voting stage before the end of the legislative session.

The law has a significant impact on the apparel industry and has been a divisive issue. California has the highest concentration of garment-industry workers in the U.S., with Los Angeles employing over 40,000 people throughout around 2,000 factories. Investigations in previous years have shown poor working conditions in addition to workers being underpaid.

The California Chamber of Commerce called the bill a "job killer" and called for Gov. Newsom to veto it. The Chamber of Commerce said the bill would do nothing about the "bad actors" that are breaking the existing law and would make retailers leave the state and conduct their businesses elsewhere. The **American Apparel & Footwear Association** said the bill would impose liability on businesses with no control over the garment workers.

The fight to pass the bill was led by the **Los Angeles Garment Worker Center** and was supported by over 140 business-industry members, including fashion brands **Reformation, Doen, Mara Hoffman, Eileen Fisher, For Days** and **Another Tomorrow**.

In line with the attempts of SB 62 to curb wage theft, Assembly Bill 1003 makes the intentional theft of wages, including gratuities, in an amount greater than \$950 from any one employee or \$2,350 in total from two or more employees by an employer in any consecutive 12-month period punishable by grand theft under state law. The new law defines theft of wages as "intentional deprivation of wages as defined in Labor Code section 200. Under the provision, independent contractors are included within the definition of an employee. The bill passed the California Assembly in May 2021 by a vote of 78-0 and passed unopposed by the Senate Public Safety Committee in June before being signed by Gov. Newsom in September.

California also passed Assembly Bill 701, which aims to regulate and control the use of quotas in warehouses, which would help reduce workplace injuries and ensure employees cannot be fired or retaliated against for not meeting unsafe quotas. It is the nation's first law that makes companies disclose productivity requirements and work-speed metrics set for employees. Employers must provide each employee upon hire or within 30 days a written description of each quota that applies to the employee as well as any adverse actions that may be taken if the quota is not met. The new law also prohibits employers from requiring quotas that prevent employees from taking compliant meal and rest breaks.

AB 701 also enables the labor commissioner to issue citations and enforce the bill. The Division of Occupational Safety and Health or the Division of Workers' Compensation must notify the commissioner if a



California Governor Gavin Newsom signed Senate Bill 62 into law during a virtual ceremony. Also known as the Garment Worker Protection Act, SB 62 abolishes piece-rate payment and requires hourly wages for workers.

worksite or employer has an annual injury rate of at least 1.5 times the industry average.

The new law applies to employers with 100 or more employees at a single warehouse distribution center or 1,000 or more employees at one or more warehouse distribution centers in the state. The bill was intended to target **Amazon**, but all warehouse distribution centers in the state are subject to the new regulations. The bill was written by Assembly member Lorena Gonzalez (D-San Diego), a former union official who also introduced Assembly Bill 5, which extended employee classification to some gig workers. The bill was signed into law by Gov. Newsom in September 2021.

Senate Bill 606, which also was signed into law by Gov. Newsom in September, aims to strengthen the California Division of Occupational Safety and Health enforcement powers by creating two new categories of Cal/OSHA violations—enterprise-wide violations and egregious violations. SB 606 creates a rebuttable presumption that an employer with multiple worksites will have committed an "enterprise-wide" violation if Cal/OSHA finds the employer has a noncompliant written policy or procedure or if Cal/OSHA has evidence of a pattern or practice of safety violations at more than one worksite.

SB 606 also allows Cal/OSHA to give citations for "egregious violations" of an occupational safety or health standard, order, special order or regulation. The new law allows Cal/OSHA to consider each instance of an employee exposed to that violation a separate violation for issuance of fines and penalties. SB 606 also provides Cal/OSHA with increased subpoena power.

The bill was authored by Sen. Lena Gonzalez (D-Long Beach) and is expected to largely impact the construction and manufacturing industries as well as big-box retailers. Labor unions supported the bill, while the California Chamber of Commerce opposed it because it gives more enforcement power to Cal/OSHA.

The minimum wage increased again at the beginning of the year in accordance with Senate Bill 3. Minimum wage was raised across all industries to \$15 an hour for businesses employing 26 or more employees and \$14 an hour for employers with 25 or fewer workers. The 2016 law, which was signed by then Gov. Jerry Brown, called for incremental increases in the minimum wage at the beginning of each year until 2023, when the minimum wage across all industries, regardless of the number of employees, will be \$15 an hour.

Assembly Bill 1561 and Assembly Bill 1506 create more exemptions than Assembly Bill 5, also known as the "gig-worker bill," which went into effect Jan. 1, 2020. AB 1561 exempts insurance-claims adjusters, insurance third-party administrators, construction-industry subcontractors and manicurists from the ABC test for determining whether a worker is an independent contractor. AB 1506 exempts newspaper carriers from the ABC test. These exemptions are set to expire on Jan. 1, 2025. ●

Go Beyond the News and Behind the Scenes

The editors and writers of *California Apparel News* are blogging at *ApparelNews.net*



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