

# CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR 77 YEARS

\$3.99 VOLUME 78, NUMBER 13 JUNE 17, 2022 DOUBLE ISSUE



## SUSTAINABILITY

### Wolf & Badger Opens First West Coast Store

By Tyler Shultz Contributing Writer

U.K. fashion retailer **Wolf & Badger** has continued its expansion by opening a store in West Hollywood on June 3. The new store, located on Melrose Avenue, is the company's third stand-alone and second in the U.S., following the opening of its store in the SoHo district of New York in 2017.

Founded in 2010 by brothers Henry and George Graham, Wolf & Badger originally opened in Notting Hill and carries a wide range of emerging designer labels for men and women. The brand opened a second location in Mayfair before combining the two stores into a three-level, 12,000-square-foot department store in King's Cross.

Los Angeles customers will be able to shop a regularly evolving selection of merchandise from small independent brands that promote a sustainable and ethical way of creating products ranging from apparel, jewelry and other fashion accessories to home and beauty products. The new space will

➔ **Wolf & Badger** page 3

## MADE IN LOS ANGELES

### THE ERA Debut Collection Aims to Change Festival-Fashion Perceptions

By Tyler Shultz Contributing Writer

Drawing from his previous experiences in the entertainment space, Henry Viens created **THE ERA** to provide a sustainable and luxurious collection of pieces for the music-festivals crowd.

Chief brand officer of THE ERA, Viens began his career at **William Morris Endeavor** in the music division as well as the celebrity-endorsements and commercial division. At the agency, he would work on fashion co-branding opportunities for **Lollapalooza** and other major international music festivals. Viens also worked at **Bolthouse Productions** on coveted parties outside of **Coachella** such as **Neon Carnival**.

The collection features core pieces such as the Alien graph-  
➔ **THE ERA** page 5

## MUSEICAL HIGHLIGHTS

From "Anastasia" to "Wicked," Los Angeles Trade-Technical College graduating seniors were "Inspired by Broadway Musicals" as exhibited in their designs on the runway at the semi-annual Gold Thimble Fashion Show held on campus May 27. For more looks, see page 3.

Omar Guttie, "Wicked"

LOS ANGELES TRADE-TECHNICAL COLLEGE

## INSIDE

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



Calico tackles returns ... page 4

Homme + Femme Kentucky Derby collection ... page 5

Taelor serves up men's clothing ... page 6

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



## Lee and The Hundreds Collaborate for Second Capsule Collection

Denim brand **Lee** has partnered with streetwear brand **The Hundreds** on a new capsule collection that paves the way for future trends and offers fresh takes on classic silhouettes that combine the heritage of Lee with streetwear aesthetics and bold colors.

“Our latest collaboration further explores the brands’ shared histories and culture,” said Joe Broyles, vice president of collaborations at Lee. “Denim and streetwear have always gone hand-in-hand. Like the wildflowers featured in these designs, this collection is bright, classic, fresh and unexpected.”

The Lee x The Hundreds collection is inspired by springtime, the West Coast and both companies’ shared philosophy of people over product. It includes graphic T-shirts, pullover hoodies and matching embroidered denim sets comprised of trucker jackets and relaxed-fit denim jeans featuring embroidered blooming wildflowers, specifically the blood-



The Lee x The Hundreds collection is inspired by springtime, the West Coast and both companies’ shared philosophy of people over product.

root, on the front and back of the pieces, originally drawn by The Hundreds’ founders. The graphic tees and hoodies mix an oversized

silhouette with a laidback spring vibe given off by the embroidered wildflowers. Each top features an exclusive logo on the front and the phrase “Blood, Sweat and Years” across the back honoring the two brands and their storied histories.

The two brands first collaborated in 2021, with The Hundreds looking back to Lee’s history and Buddy Lee, Lee’s mascot from 1920 to 1962. The first collection featured workwear for the common man that is meant to last a lifetime, with The Hundreds speaking with Betty Madden, Lee’s vice president of global design, about Lee’s thoughts on the future of jeans and the denim industry.

The Lee x The Hundreds collection is available on The Hundreds app and online shop as well as on Lee’s website. Products became available at Lee’s hometown store in Greensboro, N.C., on May 25, with select pieces being made available in Lee’s Europe, Middle East and Asia stores.—Tyler Shultz

## RETAIL

### doors. Opens Fourth Experiential Pop-Up, First in L.A.

The innovative emerging platform for fashion, art and beauty online and experiential bricks-and-mortar retail **doors.** has brought its New York-based pop-up, “Metaverse, Schmetaverse,” to West Hollywood.

Running through June 26, the L.A. pop-up showcases over 50 designers and cult niche brands from over 20 countries including the Paris-based **Y/Project**, the Seoul-established streetwear brand **Juun J**, New York Fashion Week favorites **Private Policy** and **Ph5**, as well as L.A.-based fashion talents Emily Westenberger and Maison Audmi.

The doors. pop-up affords the opportunity for independent designers and emerging artists to showcase their work and gives L.A. shoppers access to unique art and fashion that aren’t available anywhere else in the city. The pop-up hosts nearly 20 events during its monthlong run, including a PRIDE beauty collection launch by celebrity stylist Derek Warburton and **FACE Stockholm**. Other events include “meet the designer,” live art making, panel discussions on the metaverse, and beauty and styling sessions. Select brands are also channeling doors.’ experimental na-



The doors. pop-up affords the opportunity for independent designers and emerging artists to showcase their work and gives L.A. shoppers access to unique art and fashion that aren’t available anywhere else in the city.

ture by launching virtual collections and experiments with NFTs.

“Digital fashion and art offer ample possibilities for creative talent and community building,” said Alise Trautmane-Uzuner, founder and CEO of doors. “The metaverse is a compelling extension for physical fashion and art and a unique way to engage with the younger consumer. It is here to stay, but so is physical retail. One does not exclude the other. Bricks-and-mortar activations have immense value for emerging designers and up-and-coming artists to introduce their work to new audiences, build trust and amplify their story.”

doors. was developed by the New York-based architectural design company **Make Make**, executed by the Istanbul-based architectural practice **Superpool** and furnished by L.A.-based furniture manufacturer **Croft-house**. Designed to reduce environmental waste, more than 2,300 yards of semi-sheer fabrics were used to create an “alternate world” for visitors, which, after the pop-up, will be donated to the **Fashion Squads School** to help teach children how to sew.—T.S.

**POSTMASTER:** Send address changes to: CALIFORNIA APPAREL NEWS, Customer Service, PO Box 4419, Orlando, FL 32802. **CALIFORNIA APPAREL NEWS**: (ISSN 0008-0896) Published by TLM PUBLISHING INC. APPAREL NEWS GROUP Publishers of: **California Apparel News**, **Market Week Magazine**, **New Resources**, **Waterwear**, **New York Apparel News**, **Dallas Apparel News**, **Apparel News South**, **Chicago Apparel News**, **The Apparel News (National)**, **Bridal Apparel News**, **Southwest Images**, **Stylist** and **MAN (Men’s Apparel News)**. Properties of TLM PUBLISHING INC., The New Mart, 127 E. Ninth St., Suite 806, Los Angeles, CA 90015, (213) 627-3737. © Copyright 2022 TLM Publishing Inc. All rights reserved. Published weekly except semi-weekly second week of July. Periodicals Postage Paid at Los Angeles, CA, and additional entry offices. The publishers of the paper do not assume responsibility for statements made by their advertisers in business competition. Opinions expressed in signed editorial columns or articles do not necessarily reflect the opinions of the publishers. Subscription rates: U.S.: 1 year, \$89; 2 years, \$140. Foreign: \$180 U.S. funds (1-year subscription only). Single-copy price \$3.99. Send subscription requests to: California Apparel News, Customer Service, PO Box 4419, Orlando, FL 32802 or visit [www.apparelnews.net](http://www.apparelnews.net). For customer service, call (866) 207-1448.

## Inside the Industry

**The Fashion Institute of Technology**, for the first time since the start of the pandemic, hosted its Future of Fashion runway show, which demonstrated cutting-edge creations from FIT BFA students who competed in the knitwear, sportswear, intimate apparel, special occasion and childrenswear categories. Los Angeles County-based wholesaler Fabric Selection Inc. said the young designers showed how the fashion industry is constantly changing and hard to predict so a broad range of fabrics is essential to staying relevant and on-trend. Macy’s presented the show, and through its Mission Every One brand platform aims to create a brighter future and inspire customers’ personal styles. Macy’s in-house design team chose Francesca Boornancin’s sportswear look to be sold at Macy’s Herald Square location in the fall based on design quality, commercial appeal and originality.

**Denim manufacturer ISKO** has opened its first product-development center in London, Creative Room London, a first-of-its-kind space in the United Kingdom. Creative Room London is the latest initiative of Creative Room Services, a division of ISKO devoted to offering streamlined solutions for all denim requirements. Customers will be able to work with experts using a mix of sustainable washing and finishing techniques developed with machine technology partner Jeanologia to achieve their desired looks. The washing and finishing techniques meet the highest quality and stationarity standards with a lowered environmental impact. Creative Room London will also be the central point for customers’ full product development and will act as a platform for education and support for the denim community as a whole.

**International Market Centers** is set to host its semiannual Atlanta edition of VOW Bridal & Formal as well as the premiere of a Las Vegas edition in August. The Spring edition, co-located with the once-annual World of Prom & Social Occasion, will present 150 individual collections across three floors at the AmericasMart Aug. 1–6. The inaugural edition in Las Vegas, in partnership with Mélange de Blanc, introduces a new bridal and formal sourcing trade show on the West Coast that will present over 100 individual bridal collections and temporary exhibits at the Expo at World Market Center in Las Vegas Aug. 5–17.

**The Invisible Company** has launched the #INVISIBLEBAG made from a water-soluble and biodegradable combination of polyvinyl alcohol, corn starch, glycerin and water. The bags are environmentally friendly and will biodegrade within 90 days in a landfill or within water in minutes. Using hot water (80 degrees Celsius or above), the bag will dissolve within minutes or at a slower rate using colder water. After the dissolution, the remnants can be poured down the drain and be treated at a sewage plant, where they are consumed by microorganisms leaving carbon dioxide and water with no harmful residue. Products in the #INVISIBLEBAG family include shopping bags, garment bags, mailer bags and even bags that can be used to clean up after a dog. The bags are also oil and grease resistant and are a barrier to chemicals, aromas, gas and organic solvents.



## Creative Financing Solutions to Keep Your Apparel Business Moving

Don’t let **supply chain disruptions** slow you down. Accelerate your access to reliable working capital with our fast decisions and customized solutions.

- + Asset Based Revolvers
- + Inventory Purchase Facilities
- + Factoring and Invoice Discounting
- + Structured Sale of Receivables



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



## RUNWAY



Omar Guttie,  
"Wicked"

Kate Whittle,  
"Cabaret"

Sarah Juarez,  
"Phantom of the  
Opera"

David Sirounean,  
"Anastasia"

Fradlyne D. Saintuma,  
"The Lion King"

Helen Chu, "Frozen"

Nathalie Iwasaki,  
"Kinky Boots"

William Ramseur,  
"Moulin Rouge"

# Gold Thimble Fashion Show at LATTC Inspired by Broadway Musicals

By Betti Halsell Contributing Writer

Los Angeles Trade-Technical College hosted its semi-annual Gold Thimble Fashion Show Spring 2022 May 27 on campus.

The theme of the night was "Inspired by Broadway Musicals," with student designers showcasing their original collections. The categories included athleisurewear, avant-garde, childrenswear, eveningwear, genderless fashion, menswear, and swimwear.

The Gold Thimble Class of Spring of 2022 consists of Helen Chu, Omar Guttie, Nathalie Iwasaki, Sarah Juarez, William Ramseur, Fradlyne D. Saintuma, David Sirounean and Kate Whittle.

Production was executed with elevated energy by Manuel

Ortiz and Etienne Takizawa.

The award winners competing for the Gold Thimble were:

For athleisurewear, William Ramseur placed first; Omar Guttie, second; and Nathalie Iwasaki, third. In the avant-garde category, William Ramseur placed first; Omar Guttie, second; and Fradlyne D. Saintuma, third. For childrenswear, William Ramseur placed first; Fradlyne D. Saintuma, second; and Kate Whittle, third. In eveningwear, William Ramseur placed first; Helen Chu, second; and Nathalie Iwasaki, third. In genderless fashion, Helen Chu placed first; William Ramseur, second; and Omar Guttie, third. For menswear, Helen Chu placed first; Omar Guttie, second; and Nathalie Iwasaki, third. In swimwear, Omar Guttie placed first; William Ramseur, second; and Helen Chu, third. In the theme category, Omar Guttie placed first; William Ramseur, second; and Fradlyne

D. Saintuma, third.

Fashion Design Department Chair Joe Guerrieri said that "the Gold Thimble Fashion Show is a chance for our students to show what they've learned over the course of their time at Trade-Tech. It's an incredibly intense process for them because there's very limited time to produce a lot of garments." Guerrieri also remarked on how incredible it was to see the students build confidence.

Inspiring this confidence were the challenges the students had to meet in their interpretations of looks they had chosen from "Anastasia," "Cabaret," "Frozen," "Kinky Boots," "Moulin Rouge," "Phantom of the Opera," "The Lion King" and "Wicked," while displaying the techniques and talents they mastered throughout their coursework.

In doing so, they also created magic onstage. ●

## SUSTAINABILITY



Los Angeles customers will be able to shop a regularly evolving selection of merchandise from small independent brands that promote a sustainable and ethical way of creating products ranging from apparel, jewelry and other fashion accessories to home and beauty products.

### Wolf & Badger *Continued from page 1*

also host a series of activations including workshops, product launches and styling events.

The store opening follows a year of growth in the U.S., with sales surpassing \$100 million and an over 100 percent compound annual growth rate from 2017 to 2021 based on year-over-year sales growth.

"Los Angeles is now our second largest market in the U.S. after New York City, and we have seen such a strong appreciation from our California customers for the way in which we responsibly source the most stylish and high-quality pieces from the best independent designers, so it felt like the natural next step for us in order to better serve our existing customers in the area and to help introduce others to Wolf & Badger in a unique and refreshing way," said George Graham, co-founder and CEO of Wolf & Badger.

The company is the first online marketplace in the U.K. to become B Corp certified and was also the recipient of a

**Drapers Sustainable Fashion** award for Retailer of the Year in 2021. Keeping with its sustainability efforts, all tables, countertops and millwork for the store were created using post-industrial-waste materials from **Durat Palace** and **Plasticiet**. Cork and natural wool fibers have also been used in the furniture throughout the space.

The retailer vets and verifies all of the brands featured using the Guarantee Index found on its website and in its stores. The standard was developed in collaboration with leading sustainability entities, including a professor of sustainability from **Imperial College London** as well as in-house team members led by the vice president of content and sustainability. Some of the standards set by the Guarantee Index include workers being paid fair wages, not utilizing child labor, not using animal products that are by-products of the food industry, employing materials made using non-toxic dyes, products made with at least 50 percent recycled or upcycled materials, at least 1 percent of the brand's sales going to charity, and pieces being unique or one-off, among other criteria.

"As we have continued to scale the business, we have in-

creasingly sought to learn more ourselves and as a team and in turn to help educate the brands on our platform to develop and grow in more responsible ways," said Graham. "We then seek to support our community of brands to communicate with customers in appropriate ways the great work they are doing in their supply chains and across their businesses in order to help better guide customers to be able to shop by their values through the Wolf & Badger platform."

The company noted that it hopes to continue its expansion in the U.S. and is in the process of expanding into Australia and has entered discussions with partners across the Asia-Pacific.

"Alongside our retail expansion, we have several improvements to our website in the pipeline, having recently relaunched our website on a fully bespoke headless commerce stack utilizing **GatsbyJS**. With these further enhancements coming soon to our website, you can expect to see customer-experience improvements including new ways to shop and discover our assortment of brands and products as well as new and fun ways for our community to connect," said Graham. ●



# SWIM SHOW



7500+ Attendees

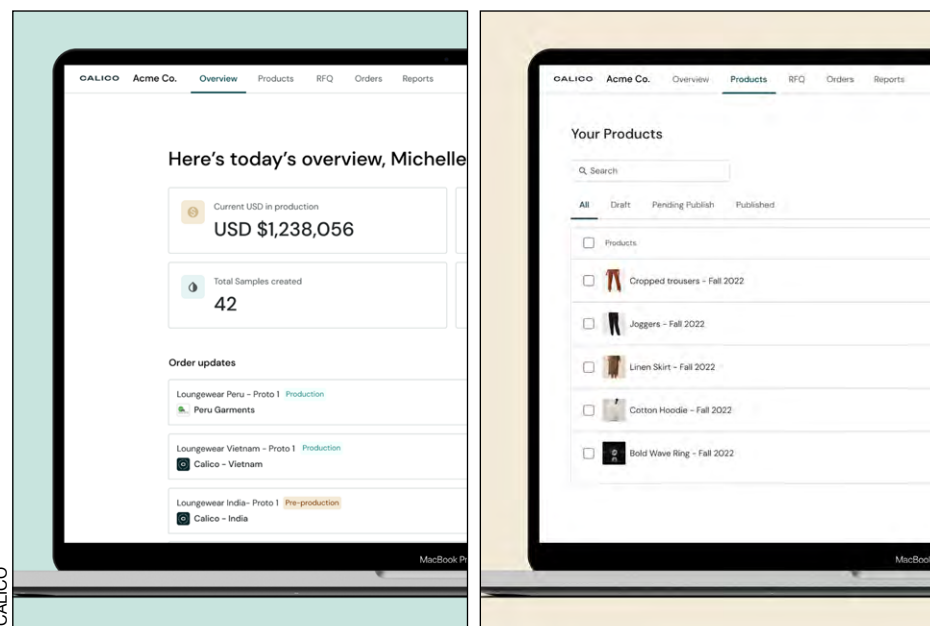
450+ Exhibitors

Miami Beach

July 16-18, 2022

T. 305.596.7889   info@swimshow.com   swimshow.com   #SeeYouAtSwimShow

## TECHNOLOGY



As online shopping has led to an increase in retail returns, Calico aims to provide an AI-powered smart solution that can reduce some of the production errors that lead to the most returns, such as wrong colors, size issues or material quality.

## Calico Helps Brands Regain Control of Their Supply Chains

By Tyler Shultz *Contributing Writer*

In an effort to tackle returns, the Toronto-based supply-chain OS company **Calico** aims to provide a smart solution that helps retailers streamline their supply chains, allowing them to solve the problem earlier rather than post-sale.

After starting D2C jewelry and apparel companies, Kathleen Chan founded Calico in October 2020 as a solution to the challenges she ran into while running her businesses. Calico provides an AI-powered smart supply-chain management platform that allows brands to run their supply chains from inception to development, moving away from the traditional spreadsheets and emails. The data-driven platform serves as a single point for brands and suppliers to streamline their supply chains by using real-time data and collaborative communication with their factories. With Calico, brands can reduce production errors, get products to market faster and access a network of vetted sustainable factories around the world.

“The beauty of Calico is that it centralizes all RFQs, POs and SKU information into one beautifully designed platform to provide end-to-end traceability of your supply chain,” said CEO Chan. “When all development processes are structured into custom milestones, both suppliers and brands can gain visibility into every stage of production—making products less error prone and more efficient. Starting at the component level, Calico’s platform enables clients to collaborate and connect during the design process to clearly define and develop their collections. From component libraries, SKU assortment, bill of materials, detailed tech packs and more, we bridge the gap between any product discrepancies that may translate into customer dissatisfaction.”

Following 300 percent growth in January 2022, in March Calico raised \$2 million in seed funding led by the San Francisco-based **Serena Ventures**, an investment firm founded by tennis icon Serena Williams. Joining Serena Ventures in the funding round were **Maple VC**, **Inovia Capital**, **Hyphen Capital** and a group of early **Shopify** employees. Calico also received investments from leaders of big technology companies including Allen Shim, former CFO of **Slack**; Jeremy Lai, CEO of **Italic**; and Deborah Liu, CEO of **Ancestry**. The company previously received a pre-seed investment from **Forum Ventures**, bringing the company’s total raised to \$2.15 million.

“We’re excited to partner with this world-class team on their mission to help brands take back control of their supply chain,” said Williams, who also owns the fashion brand **S By Serena**. “I have experienced the exact problem Calico is solving and have rarely come across a business as in tune with the industry’s challenges and limitations as Calico. It’s a category-defining product that will have an outsized impact on retail, and there couldn’t be a more critical time to help them [retailers] succeed.”

Retail returns rose to an average of 16.6 percent in 2021 up from 10.6 percent in 2020, with apparel brands seeing an average return rate of 12.2 percent due to wrong colors, size issues or material quality. Retailers must juggle between flexible return policies and minimizing the cost of returns in their supply chains while also dealing with higher customer demand and more industry competition. Customers have also adopted “bracketing” while shopping online—or ordering a product in different sizes or ordering more with the intent to return—ratcheting up return rates, and returns can run up to 30 percent of retailers’ supply-chain costs.

Through Calico, brands have been able to reduce production errors, accelerate time to market by 25 percent and partner with coveted manufacturers.

“When products are back in the hands of retailers, the chances of them being sold again drop significantly,” said Chan. In fact, less than half of returned items are resold at full price—if ever. These returns are either passed through intermediaries and resellers who try to squeeze out any remaining profit, or they take an unfortunate path to landfills. This results in a massive environmental carbon footprint, serving as a clear indicator of our industry moving backwards,” said Chan.

Calico’s network of factories helps provide small manufacturers the capability to produce like larger brands. Chan said the platform chooses to work with factories that exceed their already strict environmental and ethical standards to ensure that all in the network have a strong commitment to sustainability and circularity.

“We look for a wide range of certifications across quality, ethical production and sustainability from SA8000 to WRAP. Choosing the right factory partners is important to us; not only must they be compatible with our brands but they must also approach manufacturing through an ethical and eco-friendly lens,” said Chan. ●





Drew Evans felt he could use his latest collection to highlight diversity and inclusivity while also celebrating the history of the Kentucky Derby, which dates back to 1875, where 13 of the 15 jockeys were Black, including the winner.

## Homme + Femme Highlights Black History of Kentucky Derby

By Tyler Shultz Contributing Writer

Los Angeles-based **Homme + Femme**'s recent collection in collaboration with **Churchill Downs** and the **Kentucky Derby** celebrates the rich legacy of Black jockeys, recognizing that 15 of the first 28 winning Kentucky Derby jockeys were Black.

Founded in 2013 in Compton, Calif., Homme + Femme was started by founder and Creative Director Drew Evans in the garage of his grandparents. The brand is considered a streetwear brand, although Evans likens it to a high-street fashion brand as he aims to create an elevated aesthetic that combines street culture with high-end European fashion.

The Kentucky Derby collection was the result of a coincidental meeting between Evans and the general manager of **BBC Studios**, Valerie Bruce. Evans and Bruce initially met at **October's Very Own** store at **The Grove** shopping center in midtown L.A., where both had complimented each other's outfits and shoes.

After a few months of keeping in contact and working together, including Evans designing and delivering 500 hats for the wrap of a season of "Dancing With the Stars," Bruce, a Kentucky native, one day asked Evans if he knew about the legacy of Black jockeys at the Kentucky Derby and pushed him to create something.

The collection was created with the intent to break barriers through fashion at an event where most of the attendees come dressed in their Sunday best. As a Black-owned brand, Evans felt he could use the brand and collection to highlight diversity and inclusivity while also celebrating the history of the Kentucky Derby, which dates back to 1875, when 13 of the 15 jockeys were Black, including the winner, Oliver Lewis.

"Through a bunch of favors, we got in contact with Churchill Downs, where we had a meeting and discussed working together, and a couple of weeks later we showed them our perspective on what a collaborative collection would look like with them and they loved it," Evans said. "They had already wanted to bring a more youthful crowd into the Kentucky Derby, and our brand was a perfect vessel for that. So our brand helped bridge the gap between bringing in the newer generation as well as giving us a chance to shine a light on the history of African-American success at the Derby, and with us being an African-American-owned brand it just made perfect sense."

The Kentucky Derby collection includes lettermen jackets, cardigans, T-shirts and trucker hats with designs featuring horses, horseshoes, roses and trophies that celebrate the prestige of an event like the Kentucky Derby while celebrating its Black legacy. The brand had a pop-up shop at Churchill Downs sponsored by **Fanatics** where Evans was able to see people resonate with and react to the collection in-person.

"I think streetwear can be pigeonholed into something that's not sophisticated, but it's an art form and a form of expression that I think people around the world can resonate with—an era in their life when they identified with youth culture," Evans said. "At the Derby, people are more alike than they think. You would think the Derby is just full of well-off people, but there really were all walks of life, and the whole goal of the capsule was to bridge that gap between perceived differences between societal thoughts about each other and our differences, but we're not far apart, and that's what the clothes did."

For Evans, having a platform to inspire has always been an important goal for himself and the brand. Evans said the Derby wasn't trying to hide its history, but it flew under the radar and he's grateful for the time and space given to Homme + Femme to bring the history to light and amplify it for a new generation.

"I want people to know what my culture and what my people are about, and I want to shine a light on the history and the good things," said Evans. "I think a lot of times people in general look at the negative more than the positive. I think for us to be able to show a positive point of view and make it intriguing for kids rather than being like a lesson, it can be more art and be more of an experience. And we're not done. We have a lot more to say, and we're going to continue pushing that narrative. And we're very thankful for Churchill Downs and the Derby for allowing us to be the ones." ●

## MADE IN LOS ANGELES

### THE ERA

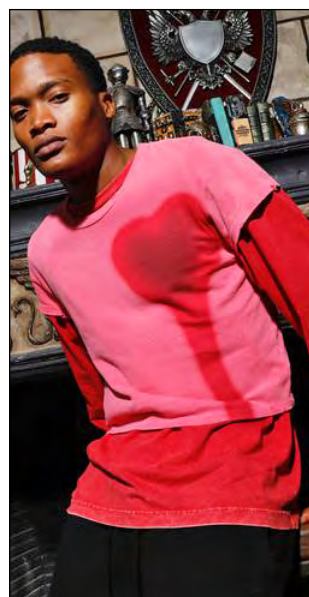
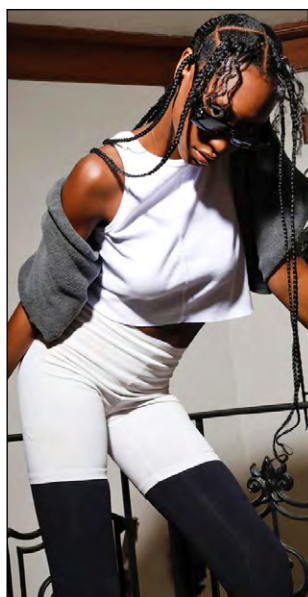
Continued from page 1

ic T-shirt, a fan favorite of the brand, and the Gold Story top, which exemplifies the brand's focus on luxury and features gold-plated trim details to elevate the piece beyond a simple blank garment. The collection also features short- and long-sleeve T-shirts, hoodies, crew-necks, sweatpants and other bottoms. While the brand offers men's and women's categories, each garment produced by THE ERA is gender neutral and can be worn however by whomever.

"Gold Story was something that I came up with because I'm someone who dresses very simply and I wanted a simple item that you can wear out to a nice dinner, and we used these gold-plated grommets and aglets to really elevate these pieces so it wasn't just a blank garment. The quality is the most important part of this brand because all our garments are really meant to last. You can wash them, go out in them, and you're going to have a piece of THE ERA in your closet for a long time," Viens said.

Viens mentioned the debut collection was inspired by things that were personal to him in addition to the things that take him back to his previous career in entertainment such as the graphic tees, which feature cover art from a variety of pop and rock bands including Duran Duran and Def Leppard.

"When we were first working with the design team, we really wanted to test out different aesthetics to see what would resonate the most with the consumer," Viens said. "I incorpo-



The debut collection of THE ERA features inspiration from chief brand officer Henry Viens's life and career, including themes surrounding entertainment and nightlife.

rated things that are very personal to me in the collection; for example, I grew up playing tennis my whole life, so we have the **Palm Springs Tennis Club** crewneck, which features beautiful embroidery. I also have a background in nightlife, so some of the graphics, such as the Alien and the Trips R' Us were brought about through vintage music flyers for underground raves in Europe and New York. I also wanted to stay true to Los Angeles, which is why I chose to shoot the first campaign at the **Hollywood Castle**."

THE ERA has its own completely vertical factory, allow-

ing the brand to produce garments in a more sustainable and efficient way as well as to pivot to the ever-changing demands of the consumer. Each item is made in Los Angeles using recycled and organic cottons, and the graphic tees are print-on-demand, reducing the amount of waste created. The brand also repurposes excess fabric and uses it for samples and parts of the development process.

Viens wanted to release THE ERA's first collection around Coachella and the festival season as it was such a big part of his career. He also wanted to launch his brand as an alternative to fast fashion and festival outfits that are only worn once or twice, with THE ERA meant to be a staple in closets for more than just festival season.

"It disappoints me to see a lot of fast fashion and seeing people buy something and wear it one time, and that goes back to the ethos of THE ERA, which is something you're going to have for a very long time, and I think that THE ERA is adaptable for any situation whether its festival season or another event that doesn't relate to music and then you can wear it year after year at your festival. Whether it's a specific event or just at your hotel, the purpose of THE ERA is to be timeless," Viens said.

The brand has collaborations upcoming with other people and brands that highlight and promote the combination of sustainability, luxury and quality. The launch of THE ERA featured an exclusive collaboration with model and recording artist Shaun Ross, who sold a limited-edition T-shirt on his first North American concert tour, further combining the elements of Viens's career in entertainment with his brand. ●



## Coming Soon

Reach 50,000 buyers and decision-makers in the apparel-related industries.

*California Apparel News* serves the largest apparel center in the country with highest quality reporting and the greatest outreach to the marketplace.

### July 1

Cover: Swim  
Swim New Resources  
Textile Trends including Swim Feature  
Industry Focus: Denim  
Technology

Swim-Surf Advertiser  
Textile Advertiser  
Denim Advertiser  
Technology Advertiser

Bonus Distribution  
Miami Swim Week  
Kingspins NY  
LA Market  
Atlanta Apparel  
Texworld NY  
Premiere Vision New York  
Curve LA  
NY Fabric Show  
Functional Fabric Fair NY

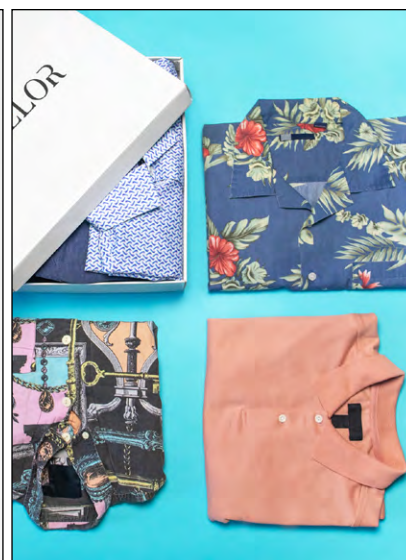
Call for special rates and information:  
213-627-3737

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)

## MENSWEAR



In a response to the women's apparel rental market, Taelor provides men with a box of four tops up to twice a month. Customers can rent the product for weeks or purchase the product at a discounted price.

## Taelor Poised to Expand With Recent Round of Pre-seed Funding

By Tyler Shultz Contributing Writer

With the continuing rise of thrifting and secondhand clothing, the apparel-rental market has seen growth as more consumers look for innovative ways to shop sustainable and reduce the amount of clothing produced. With the market flooded with various options for women's apparel, the San Francisco-based **Taelor** found its niche by using AI technology to provide men with good-looking products seamlessly and effortlessly through a subscription-box clothing-rental service.

Taelor was founded by Anya Cheng and Phoebe Tan, who originally met in Chicago as classmates getting their MBAs and first launched the subscription-box apparel-rental service for men in 2021. Both had previously used subscription boxes before but didn't like having to scroll through what seemed like endless options or having to purchase something from every box.

"I've tried **Stitch Fix** and I've used **Rent the Runway** for years, but I feel like both services were designed for people who are into fashion, not people like me who just want to get ready for the day and be successful. We started interviewing people to see who might have similar concerns—they just want to look good but effortlessly—and we found a lot of them were young men between 25 and 35, so Gen Z and Millennials. They are ambitious, busy and aspirational, and they want to look good but don't want to spend a lot of time chasing after clothes. And that's how Taelor started," said Cheng, CEO and co-founder.

For a flat fee of \$88 a month, customers are shipped up to two boxes of clothes per month, which features four items per box including dress shirts, jackets, polo shirts, Henley tees and more. Customers are able to rent the clothes for a period of time and return them or have the option of purchasing the items at up to 70 percent off the retail price. Dry cleaning and shipping are included for free to make the process as effortless as possible.

The rental model allows Taelor to receive unique data from its customers, with users providing feedback based on the items that are received in a box, information that is then turned into data and sent to the clothing brands, allowing them to test their products before selling them to the general public. As a customer provides feedback on what is liked and preferred, the company builds the boxes based on previous comments, akin to a **Netflix** user giving a "thumbs up" and having the service cater to the customer's preferences. Taelor also employs personal stylists to give a final check as they believe an impor-

tant part of fashion is still the human touch.

Taelor offers products from over 100 brands, from mainstream labels to independent designers, that align with the company's sustainability values. It has exclusive partnerships with brands **Western Rise**, **Landway**, **R2 Amsterdam**, **TRANZEND**, **Koup**, **Reese DeLuca**, **TAGS**, **Sons+Fathers**, **Modern Liberation**, and **Barque New York** among others.

Koup is a sustainable performance-wear brand that uses materials made from recycled plastic bottles as well as cinnamon to create anti-odor and antimicrobial products that are environmentally friendly and circular. Koup and Taelor first met through the **Taiwan Tech Arena**, a platform to boost tech startups in Taiwan, where both companies learned they shared similar values in being eco-conscious and wanting to help make the apparel industry more sustainable.

"Koup's brand ethos is based around the three Rs: reduce, reuse and recycle," said Brian Chuang, co-founder of Koup. "We aim to reduce the amount consumed by our customers. We hope our users can reuse our products over a longer period, and we use recycled materials and design with a single material to make our products recyclable. Taelor's rental model aligns with our brand ethos in that it reduces the amount of unnecessary buys so people can rent before they buy and the apparel can be re-rented to extend the life span of the garment."

Taelor recently raised \$2.3 million in an over-subscribed pre-seed funding round led by **Bling Capital**, a venture capital firm founded by Ben Ling that has previously invested in more than 10 unicorn companies including **Lyft**, **Instacart**, **Square**, **Airtable**, **Indiegogo** and **Everlane**. Taelor also received investments from Samantha Chien and her husband, Kai Huang, the founder of **Guitar Hero**; Sean Chao, a former managing director at **Morgan Stanley Taiwan**; **Chicago Early**, an angel group that focuses on startups with Chicago ties, including many founded by **Northwestern University** and **University of Chicago** alumni; and the co-founder of the Silicon Valley chapter of **Golden Seeds**, an investment firm focused on high-potential female-led companies.

With the latest funding round, Taelor plans to open the service to more customers on the waitlist as well as diversify its offerings as the products are currently only available in small and medium sizes. It also plans to expand into bottoms and eventually shoes and other accessories to help men put together whole outfits. Taelor also hopes to test different marketing channels with its service, such as expanding its corporate giftings or even partnerships with dating apps. ●

## Go Beyond the News and Behind the Scenes

The editors and writers of *California Apparel News* are blogging at [ApparelNews.net](http://ApparelNews.net)

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)

Apparel News Group



Seventy-six years of news, fashion and information

CEO/PUBLISHER/EDITOR  
TERRY MARTINEZ

CREATIVE MARKETING DIRECTOR

LOUISE DAMBERG

CONTRIBUTORS  
ANDREW ASCH  
CHRISTIAN CHENSWOLD  
DOROTHY CROUCH  
VOLKER CORELL  
KEVAN HALL  
BETTY HALSELL  
ILSE METCHEK  
TIM REGAS  
TYLER SHULTZ  
ROXY STARR  
NICK VERREOS

WEB PRODUCTION  
MORGAN WESSLER

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

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.



# CLASSIFIEDS

www.apparelnews.net/classifieds

P 213-627-3737

www.apparelnews.net

## Jobs Available

### \* FIT & TECH COORDINATOR \*

K&K is seeking a fit & tech coordinator who is a self-starter with excellent organizational skills & can adapt well in a fast-paced environment.

#### Qualifications

- 3-6 yrs work exp. in women's apparel garment.
- Exp. with Sample evaluation with regards to fit & sewing construction.
- Excellent knowledge of garment construction, pattern-making, & grading.
- Ability to work effectively under pressure in a fast-paced environment
- TJM, ROSS exp. will be considered an asset.
- Attention to detail & organization as well as time management skills.
- Highly effective communicator.

#### Job Responsibilities include:

- Executing & maintaining basic fit & construction approvals through accurate garment specification.
- Measuring garments & maintaining all specifications from fit to TOP
- Creating diagrams in Excel, including digital photos to explain fit corrections & construction details.
- Identifying sample quality & construction issues against BOM.
- Recording fit comments & garment measurements in tech packs.

Email: corinne@crystaldoll.com

## swatfame

truth in fashion™

### \* DRESS DESIGNER \*

Seeking designer for our young contemporary dress division. In this role, you will support the Creative Director with designing and sketching for an extensive line including occasion, daytime and casual dresses. Daily tasks include managing fabric and line development, attending designated fittings and some production approvals. Must have a strong eye for trend driven design. Top candidates should be collaborative, problem solvers with great organizational skills.

Swat-Fame offers a great working atmosphere, competitive benefit package.

Qualified exp. candidates fax resumes to: 626-934-5201 or Email to: rvasquez@swatfame.com

## swatfame

truth in fashion™

### \* 1ST PATTERNMAKER (TEMP POSITION) \*

Seeking Patternmaker for our Dress Division. This position is a 2/3 month position. If you have min. 3 yrs exp. working with current Gerber PDS, We Want YOU!!! Must be detailed-oriented, organized, and have strong knowledge of garment construction. Applicants with NO exp. using the Gerber will not be given chance to take a pattern test.

Swat-Fame offers a great working atmosphere, competitive benefit package.

Qualified exp. candidates fax resumes to 626-934-5201 or Email to: rvasquez@swatfame.com

### \* CUSTOMER SERVICE SUPERVISOR \*

For a LA downtown dress manufacturer. Must have proficient computer skills and be able to work in fast paced environment. Will work on line sheets, data entry, processing orders, collection and shipping of samples. Min. of 3-5 years customer service experience required. Send Resume to: rebecca@beedarlin.com

www.apparelnews.net/classifieds

## Jobs Available



### \* NEXT LEVEL APPAREL IS SEEKING A SR. FABRIC ENGINEER (TEXTILE ENGINEER) \*

Who is a self-starter with a solutions-driven attitude. You'll be responsible for the quality, performance & development of our fabric along with mechanical & physical methods used to ensure existing fabric in prod'n performs at the level necessary to support our growth.

#### Job Responsibilities Include:

- \* Collaborate w/ Sourcing department & fabric vendors to improve production methods
- \* Collaborate w/ fabric vendors on-site to review production & QC systems
- \* Provide technical fabric support to ensure garments meet design brief, fit, and quality standards
- \* Develop & implement PowerBI reports for the Sourcing department
- \* Perform technical root cause analysis on customer returns relating to fabric quality & printability

#### Qualifications

10+ yrs of exp. in fabric technology with the ability to drive continuous improvement; Ability to travel, & effectively collaborate cross-functionally with U.S. & overseas teams; Understand the technical side of knitting, dyeing, & finishing; Exp'd knowledge of dye house equipment; Computer savvy  
Email: joanng@nextlevelapparel.com

### \* WILT SEEKS AN EXP'D 1ST TO PRODUCTION PATTERNMAKER \*

Wilt seeks an experienced

First to PRODUCTION PATTERN MAKER

\* Minimum 15 yrs exp.

\* MUST KNOW how to use TUKA TECH or GERBER.

\* Background in special knits and garment dye.

\* Must have strong communication skills.

\* English a must!!

Email resume: Parcanpearl@parcanpearl.com

## Space for Lease

# COOPER design space

### \* CREATIVE/SHOWROOM SPACE AVAILABLE! \*

900 sq. ft to 4500 sq. ft.

For leasing, please contact:

Julianne Jeffries Leasing Manager

julianne.jeffries@investorshq.com

714-654-7393

Cooperdesignspace.com

## Jobs Available



### \* NEXT LEVEL APPAREL IS SEEKING A FUN GARMENT TECHNOLOGIST \*

Who is a self-starter with a solutions-driven attitude. You will help ensure that the product consistently exceeds expectations concerning quality, performance & fit.

#### Job Responsibilities include:

- Ensuring tech packs meet design vision, concept & amp; fit expectations
- Measuring garments & maintaining all specifications from fit to TOP
- Tracking fit during development
- Own follow-up communication with overseas vendors and agents regarding constructions and fit issues.
- Lead fit measurement and recording of all comments during all fittings from development through production.

#### Qualifications:

3+ yrs experience in apparel with excellent understanding of garment construction, measuring, patternmaking, & grading; Effectively working in a fast-paced environment; Attention to detail & organization as well as time management skills; Ability to sketch on illustrator & Photoshop; Previous experience with sportswear (knits & spandex); Excellent communication skills; Ability to effectively collaborate cross-functionally.  
Email: joanng@nextlevelapparel.com

### \* SHIPPING/WAREHOUSE ASSISTANT \*

#### Job Description

Apparel Company Seeking Shipping/Receiving person to follow up on finished goods and prepare for bulk shipping to DC. Min. 3 yrs. exp. preferred. Good communication and follow up skills. English/Spanish speaking. Willingness to learn and positive attitude. Computer knowledge (Microsoft/Word/Excel). F/T position.  
Email resumes to : eflores@linesman.net

### \* CUSTOMER SERVICE \*

Richline Textile Inc. is looking for a strong and energetic, Mod2/Omni experienced a plus. Can handle multi task job with good communication skills, self-motivated and organized.

Email resume to: ramin@richlinetextiles.com

### \* ASSISTANT MERCHANDISER \*

Apparel importer based in Los Angeles is looking for a Part-Time Assistant Merchandiser. Special for sweater with knowledge and experience same filed with social media Instagram etc.

Pls submit resumes & salary history to:

baccijacob@gmail.com

## Buy, Sell & Trade

### 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

For classified information,  
contact at 213-627-3737 or  
terry@apparelnews.net

CALIFORNIA  
**ApparelNews**



# LAS VEGAS APPAREL RETURNS THIS AUGUST



Come see what the buzz is all about and put Las Vegas Apparel on your must-see list this August. Source top Young Contemporary and Accessories brands in curated, comfortable format, with the added bonus of access to select gift and lifestyle product showrooms at World Market Center Las Vegas. Plus, enjoy happy hours, giveaways, photo ops and more to make your trip truly enjoyable.

See you there.

## LAS VEGAS APPAREL

August 7–10, 2022

Register today: [LasVegas-Apparel.com](https://LasVegas-Apparel.com)



LAS VEGAS  
APPAREL

Let's Be Friends

#shoplva | @apparelmarkets

Dates are subject to change. | ©2022 International Market Centers, LLC

## BRANDS TO SEE

12PM by Mon Ami  
ADORA  
All You  
American Paper & Plastic  
And the Why  
Anna Ober & Co., LLC  
Avery Apparel  
Axis Apparel  
BE Stage  
Cali Cosmetics inc  
Carmela/ Dear Apple  
Ces Femme  
day + moon  
Easel  
ee:some  
ENTRO  
Fashion Major Brands/  
Musse and Cloud  
First Love  
Gigio  
GLAM  
Heyson  
HOPELY  
J.NNA  
Jelly Jeans  
Kori America  
Lauren Kenzie LLC  
LENA  
LEVEE  
Lime N Chili  
Linny Co.  
LLOVE  
LOVELY MELODY  
Melody Apparel  
New Vintage Wholesale  
Nylon Apparel  
On Blue  
Pasted Nip  
Phil Love  
Pink Armadillos  
Sew in Love  
She + Sky