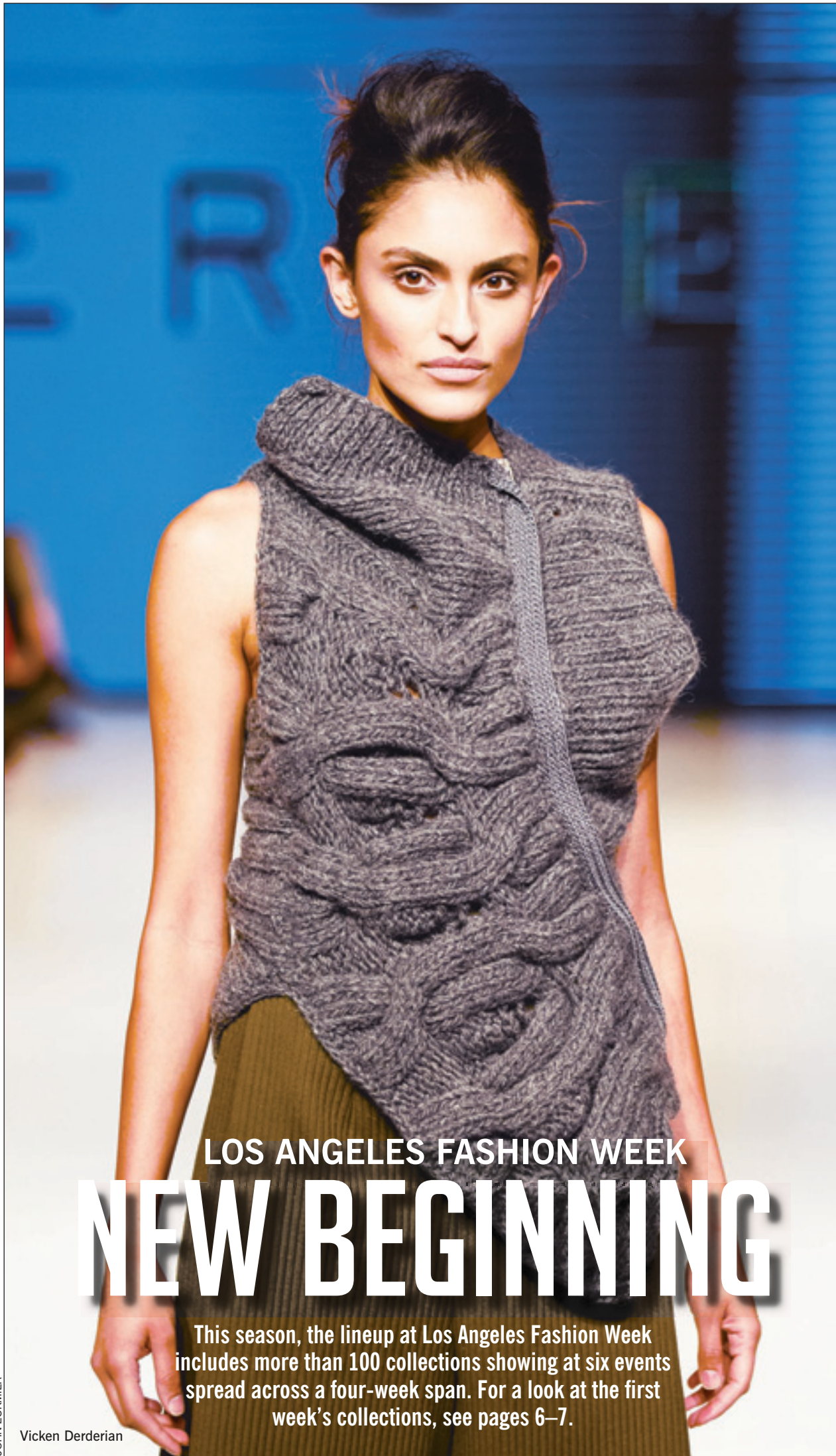


CALIFORNIA Apparel News

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LOS ANGELES FASHION WEEK

NEW BEGINNING

This season, the lineup at Los Angeles Fashion Week includes more than 100 collections showing at six events spread across a four-week span. For a look at the first week's collections, see pages 6-7.

JOHN ECKMIER

Vicken Derderian

Forecast: Holiday Sales to Increase 3.6 Percent

By Andrew Asch *Retail Editor*

The first forecasts for the upcoming 2016 holiday season have been released, and they predict that retailers will enjoy solid sales during the crucial season, which can comprise more than 20 percent of a retailer's annual business, according to the **National Retail Federation**, the Washington, D.C., retail trade organization.

Retail sales during November and December—excluding auto, gas and restaurant sales—will increase 3.6 percent to \$655.8 billion, according to the NRF, which released its forecast on Oct. 4. **Deloitte**—the auditing, consulting and risk-management company—forecast that holiday retail sales will increase 3.6 percent to 4 percent, according to a statement released Sept. 21. Retail sales should exceed \$1 trillion during the season, said Daniel Bachman, Deloitte's senior U.S. economist.

"Consumers have ramped up their spending this year on the back of a strong labor market. We also expect slightly higher growth in disposable personal income during the up-

➔ **Holiday Forecast** page 2

MANUFACTURING

Troubled California Brands Figuring Out How to Survive in the New Apparel World

By Deborah Belgum *Senior Editor*

A rash of recent layoffs at big prestigious Los Angeles labels noted for their superb fabric, cutting-edge styles and trendsetting ways is a sign that traditional brands are facing tough competition from e-commerce sites and fast-fashion retailers and faced with the added challenge of a millennial mindset that shuns department-store merchandise in favor of fashion blogger recommendations.

Particularly hard hit is the premium-denim category, where private-equity firms and investment groups in recent years bought out the founders of such well-regarded labels as **True Religion**, **J Brand**, **7 For All Mankind**, **Joe's Jeans** and **Hudson Jeans**.

True Religion, acquired in 2013 by **TowerBrook Capital Partners** for \$824 million, is in high risk of going bankrupt, according to a recent **Fitch Ratings** report. The com-

➔ **California Brands** page 4

INSIDE

Where fashion gets down to businessSM

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Three Dots launches plus ... p. 8

Fashion Resources ... p. 9

www.apparelnews.net

VF Corp. Names a New CEO to Take Over for Eric Wiseman

VF Corp.—the 118-year-old company whose brands include **Vans**, **Wrangler**, **Lee** and, until recently, **7 For All Mankind**—has appointed Steve Rendle as its new chief executive, effective Jan. 1.

Rendle, who has been with VF Corp. for 16 years and currently serves as its president and chief operating officer, will be replacing Eric Wiseman, who is stepping down after nine years as chief executive but will continue to serve as executive chairman of VF's board of directors. Wiseman will be working with Rendle to make sure the transition is smooth.

Rendle, who will keep his title as president, has been overseeing all of VF's business coalitions worldwide, which include outdoor and action sports, jeanswear, image-wear, and sportswear.

In his new job, Rendle will be responsible for VF's strategic direction, its near- and long-term growth plans and day-to-day global operations. "We've been working since 2008 to identify and prepare the right person to succeed me when the time comes. That time is now," Wiseman said.

Rendle has more than 30 years of experience in the outdoor and action-sports industry with 16 of those working at VF Corp. From 2004 to 2011, he served as president of **The North Face** brand after having begun his career with that label in 1999.



Steve Rendle

More recently, Rendle was vice president, VF Corp., and group president for Outdoor & Action Sports Americas.

Rendle received a bachelor's of science degree in kinesiology from the **University of Washington**. He serves on the board of directors of **Advanced Functional Fabrics of America Inc.**, which is working to enable a manufacturing-based ap-

proach to transform traditional fibers, yarns and fabrics into highly sophisticated, integrated and networked devices and systems.

VF Corp.'s other major brands include **Timberland** and **Nautica**. The Greensboro, N.C., company had revenues in 2015 of \$12.4 billion.—*Deborah Belgum*

FBI Sets Lineup for All Aboard Runway Fund-raiser and MAFI Award

Fashion Business Inc. will return to **Union Station** in downtown Los Angeles on Oct. 18 for the sixth annual All Aboard Runway Show and presentation of the Moss Adams Fashion Innovator Award.

The runway show will feature looks from **Rails**, **Godz and Goddezzes**, **Alexis Monsanto**, **Adam Mar**, **Punchline Apparel**, **Angelino**, **Stellan & Wylde** and **Komo-Va**.

David Ono, coanchor for **ABC7 Eyewitness News**, will host the event alongside Erica Ash, star of "Survivor's Remorse" and "Real Husbands of Hollywood." Singer David Longoria will perform his hot song "We Are One."

The evening will also feature the announcement of this year's winner of the Moss Adams Fashion Innovator Award (MAFI) and the FBI Emerging Designer of the Year award.

"As we celebrate our sixth year as All Aboard's Presenting Sponsor, we are thrilled

to announce a new MAFI winner and continue our recognition of dynamic and innovative brands while supporting Fashion Business Inc.'s important work," said Martin Hughes, **Moss Adams** partner and national apparel practice leader.

Other sponsors include **Capital Business Credit**, **Rosenthal & Rosenthal**, **Greenspan Consult**, **Merchant Factors**, **HSBC**, **Fineman West & Co.**, **Wells Fargo Capital Finance**, **Rock Revival**, **UBS Financial Services**, **Michael Baum** and **Michelle Lee**.

The event is scheduled to begin with red-carpet arrivals and a networking reception at 6 p.m., with the show beginning at 7:30 p.m.

Tickets for the event will benefit FBI, the nonprofit organization. Now celebrating its 17th year, FBI helps emerging designers and provides retraining for industry professionals.

Tickets can be purchased at www.fashionbizinc.org.—*Alison A. Nieder*

RETAIL SALES

Mixed Results for September Retail Sales

Zumiez Inc. was one of the lucky retailers who beat pessimistic forecasts predicting that the retailer would see a decline in its same-store sales results.

Analysts had predicted that Zumiez would see a 0.4 percent decline in its comparable-

store sales, according to market-research firm **Retail Metrics**. But instead the Seattle-area mall retailer catering to young adults posted a 6.3 percent increase in its same-store results.

Based on its sales increase, Zumiez announced Oct. 5 that it would raise its guidance for its third-quarter sales results. Net sales for the quarter will come in at \$216 million to \$217 million. Previous guidance for net sales had ranged from \$209 million to \$213 million.

There was an uptick for **L Brands Inc.** stock after it announced its September sales results. The Columbus, Ohio-headquartered L Brands reported a same-store-sales increase of 3 percent. The company's **Bath & Body Works** division posted a 9 percent increase in comp sales for the month, but its **Victoria's Secret**

division reported flat same-store sales, said Amie Preston of L Brands.

The Buckle Inc.'s stock declined 10 percent to \$21.24 per share on news of its poor performance during September, according to **Yahoo Finance**. The Nebraska-headquartered retailer's same-

store sales declined 15.5 percent. The last time the mall-based purveyor of jeans and premium clothing recorded positive same-store sales was in May 2015, when it reported a 2.4 percent increase in sales.

Gap Inc. reported a 3 percent decline in same-store sales in September. Its **Gap Global** division posted a 10 percent drop in comps, its **Banana Republic Global** division posted a 9 percent decline and its **Old Navy Global** reported a 4 percent increase in same-store sales.—*Andrew Asch*

September Retail Sales

	\$\$Sales (in millions)	% Change from yr. ago	Same-store sales % change
The Buckle	\$82.90	-14.8%	-15.5%
Gap Inc.	\$1,430.00	-2.0%	-3.0%
L Brands Inc.	\$971.40	+6.0%	+3.0%
Zumiez Inc.	\$75.00	+11.5%	+6.3%

Information from company reports

Holiday Forecast Continued from page 1

coming holiday season compared with last year," he said.

During a conference call, Jack Kleinhenz, the NRF's chief economist, also noted that economic indicators support predictions that sales will increase during the holiday despite gloom about the economy. "Certainly there will be some speed bumps that come along," he said.

But with unemployment low—it is at 4.9 percent, according to the Bureau of Labor Statistics—and consumer confidence increasing—it is at the highest level since the recession, according to a Sept. 27 statement from **The Conference Board**—things look good for the U.S. consumer.

"They have more money in their pockets, but they haven't over-leveraged themselves," Kleinhenz said.

Kleinhenz also is confident that the economy is in a much stronger position than it was last year, when the NRF missed its holiday forecast.

"It would be a different picture if we had

higher unemployment. We've been adding jobs, we aren't at a breakout speed, but I don't see where people are going to fall off of the side of the world and stop spending," he said.

Last year, the NRF predicted that holiday retail sales would increase 3.7 percent. By the time the season's last receipts were counted, the NRF announced that 2015 holiday sales had only increased 3 percent. Matthew Shay, the NRF's president and chief executive officer, blamed the missed forecast on warm weather during the holiday season, inventory issues and retailers offering deep discounts early in the season.

The NRF also forecast sales increases for e-commerce and catalogs during the 2016 holiday season. They are forecast to increase between 7 percent and 10 percent to as much as \$117 billion. Deloitte also predicted a robust forecast for holiday e-commerce sales, saying online sales will increase 17 percent to 19 percent, reaching \$96 billion to \$98 billion during the 2016 holiday season. ●

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NEW LINES

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110 E. Ninth St.

NEW SHOWROOMS

Mono B Activewear A lobby 27
Mono B Activewear

SHINDO USA INC. B lobby 4
Shindo USA Inc.

K & K CLOTHING/SKETCH APPAREL Suite A804
K & K Clothing/Sketch Apparel

ASH & SARA Suite A873
Ash & Sara

ASHLEY MASON Suite A886
Ashley Mason

BECOOOL Suite A1007
Becool

HUNTCITY Suite B545
Huntcity Women's and men's contemporary apparel

ROMEO + JULIET COUTURE Suite B557
Coco Colette *Made in Italy*
Romeo + Juliet Couture

Contemporary
E. L. STUDIO Suite B884
E.L. Studio

NEW LINES

ACCESSORIES

DAKOTA SHOWROOM Suite A593

LVL Women's contemporary jewelry

BY DEBBIE OF CALIFORNIA Suite A1098

Illuma Fashions Accessories

OUR AGENCY Suite B401

Cote et Ciel Men's and women's contemporary bags from Paris

T & A SHOWROOM Suite B486

Arz Steel Men's jewelry
CocoNautical Women's accessories

Converge Men's and women's bags

Eagle Creek Gea Men's and women's bags

Freeman Plat Men's footwear

Jack & Mulligan Men's and women's bags

Mr. Bacon's Beard Oil Men's lifestyle product

Pop Shoes Men's and women's footwear

SEASON AFTER SEASON Suite B498

Focused Space Men's and women's bags

Happy Socks Men's and women's hoisery

Moses Men's and women's footwear

WOMEN'S AND MEN'S

THE HANGER SHOWROOM Suite A583

Sundays The Label Women's contemporary apparel from Australia

DAKOTA SHOWROOM Suite A593

Alteus Women's contemporary denim

Lisa & Lucy Women's contemporary apparel

OUR AGENCY Suite B401

Paterson League Men's lifestyle apparel

Team Cozy Men's contemporary apparel

THE NTRWK AGENCY Suite B413

DQM Men's lifestyle apparel

VISION SALES/RP55 GROUP Suite B459

Pyradice Men's lifestyle apparel

PROPER BRANDS

SHOWROOM Suite B479

Alias Men's lifestyle apparel
Cruizer & Co. Men's and women's lifestyle apparel

Entrée Lifestyle Men's, women's and kids' lifestyle apparel

Quintin Men's lifestyle apparel

T & A SHOWROOM Suite B486

Black Cobra Men's and women's apparel

CocoNautical Women's swimwear, beach apparel and accessories

De La Commune Men's contemporary apparel

The Fifties Men's and women's tees

Jesus Is My Homeboy Men's and women's tees

Joat Men's and women's tees

Karv Men's and women's apparel

Melton Men's apparel

Nicole Benisti Women's contemporary outerwear

Pretty Wise Men's and women's tees

Superiore Men's contemporary apparel

Violent Rose Men's contemporary apparel

Yekim Men's apparel

SEASON AFTER SEASON Suite B498

Bread & Boxers Men's and women's undergarments and loungewear

Hiro Clark Men's lifestyle apparel

Sleek Men's apparel

Selvadge Men's denim

UPDATED WOMEN'S COLLECTIONS

JON KATZ & ASSOCIATES Suite A335

Carrel Jeans *Updated*
Crystalline by Tango Mango

Updated

Yest Updated

KIDS' & MATERNITY

ROCHELLE SASSON PERLMAN Suite A604

Candy Pink Children's

ELOISA & MIA Suite A611

Mi Cielo Children's
Slobber Beads Children's

ELEPHANTS & AMPERSANDS Suite A660

Cheeni Baby Children's
Stella Cove Children's

CONCEPTION Suite A661

Beau Children's

AB SPOON SHOWROOM Suite A677

My Little Cozmo Children's
Someday Soon Children's

The Luto Children's

DON WELBORN AND ASSOCIATES Suite A684

Kushies Children's
Rose Pistol Children's

Updated

Yest Updated

Cooper Design Space

860 S. Los Angeles St.

NEW SHOWROOMS

ELM::POSTE Suite 200

RS RICH AND SKINNY Suite 307

ONE OF EIGHT Suite 400A

SPACE FOUR TWENTY Suite 420

MAJESTIC FILATURES Suite 800

M.I.H. JEANS Suite 1012

The New Mart

127 E. Ninth St.

NEW SHOWROOMS

THE H.E.M SHOWROOM Suite 1003

Able
Dantelle
Dream Investor
Final Touch

AJ MORGAN EYEWEAR Suite 1008

AJ Morgan Eyewear

ZZAN USA Suite 1101

Zzan Jewelry

NEW LOCATIONS

JOHNNY WAS Suite 1000 (formerly in suite 1011)

3 J Workshop
BIYA

For Love & Liberty
Johnny Was Collection

JWLA
Pete And Greta

SKY Suite 1006 (formerly in suite 1000)

Sky
Sky Swim

NEW LINES

10 ELEVEN SHOWROOM Suite 135

Mes Demoiselles

NICHE SHOWROOM Suite 400

Leola
Tiff + Jen

THE M SHOWROOM Suite 406

Luii

CRAYOLA SISTERS Suite 505

B. Hadikusumo

SALT & PEPPER SHOWROOM Suite 505

Amet + Ladoue
Catherine Doll
Klara Borbas Jewelry

CHANTAL'S ACCESSORIES Suite 509

Do Everything in Love

ENGEL'S SHOWROOM Suite 509

Bezalel's Handmade Jewelry
Creatif Designs
Iris Fashion/Cramilo

JOKEN STYLE Suite 607

Ashina London
Bloom

Cover Me Swim
Feline

Orb Clothing
Simone Herrera
Sunseeker Swim
To Be Worn

KLA SHOWROOM Suite 704

Pashma
Princess Goes Hollywood

SHOWROOM SHIFT Suite 806

Two Danes

SUSAN BURNETT SALES Suite 807

Bau Jour

BERNADETTE MOPERA & CO. Suite 813

Numph
O2 Collection/Melody
Peony and Moss

SHOWROOM 903 Suite 903

Fifteen Twenty
On The Road

THE GIG SHOWROOM Suite 907

Blush Lingerie
Tommy John

THE RESIDENCY Suite 921

Mauritius

BRANDY GARRISON SALES Suite 1002

Nesh NYC

MARY MINSER SALES Suite 1005

Ultimate Mik's

STACEY KEYS SHOWROOM Suite 1010

EZE Sur Mer

WBC SHOWROOM Suite 1101

Analili
Atina Cristina
Label + Thread

THE LYNN GIRARD

SHOWROOM Suite 1203

Escorpion
DRESSED 2 KILL
Suite 1206

Victoria Ashlee Jewelry

Gerry Building

910 S. Los Angeles St.

NEW LINES

BARBARA NOGG INC. Suite 905

Vitamin *Made in USA*
collection of jackets and shirtings

KAREN KEARNS SALES Suite 906

French Laundry Collection
In Cashmere Knits
Ioanna Kourbela Collection

STEVE LEVINSON Suite 907

Mao Mam
Mona Lisa

CAROL HERZOG Suite 907

Gershon Bram *Updated*
collection from Israel

Academy Award Showrooms

817 S. Los Angeles St.

NEW SHOWROOMS

UDESIGN4U Suite 2D

LAPHINY Suite 2E

Laphiny *Bags and accessories*

MINIMAL COLLECTIVE Suite 4D

LINGERIE

Upbra: Building a Better Push-Up

Equipped with elastic and a tack stitch, Ron Redenius figures that he can manufacture the world's best push-up bra.

Called the **Upbra**, the lingerie was introduced in August on its website (www.upbra.com). Redenius used what he called



an adjustable pressure system to maximize cleavage and allow women to control how much cleavage they are showing. The Upbra currently comes in one silhouette—a balconette—and in several colorways: white, nude and black. Currently available in sizes 32A through 40B, the Upbra is retail priced from \$99.95 to \$109.95.

Redenius comes to lingerie after spending three decades running the **Cooltan** swimwear label in the Sacramento, Calif., area. When Redenius's cousin asked him to make a push-up bra for her, he initially dismissed her request as futile. "How are you going to compete against **Victoria's Secret**?" he said.

But his cousin was relentless and continued to request Redenius design a new bra. When he polled Cooltan swim customers whether they would like the push-up silhouette for swimwear, Redenius said, he heard a resounding yes—along with a myriad of complaints about the push-up styles available on the market.

Intrigued, he started a long process of research and development. A bra was produced that used movable components inside the cups along with a unique hooking system at the bottom of the bra that allows women to adjust the control components in the bra. The hooking

system allowed five different lift settings. Production went at a snail's pace until Redenius met a technician who rejiggered an elastic weaving machine to make the manufacturing process of the adjustment system go quicker. After the research-and-development stage, Redenius said, he obtained patents for his product.

Up next, Redenius hopes to add more silhouettes to the Upbra collection as well as additional colorways and begin wholesaling it to retailers.

For more information, contact Ashley Robert at service@upbra.net.

—Andrew Asch

Calendar

Oct. 8

Art Hearts Fashion

Beverly Hilton

Beverly Hills, Calif.
Through Oct. 14

Oct. 11

"Do I Need a Garment Manufacturers License?" webinar by Fashion Business Inc.

online

Oct. 12

Style Fashion Week

Pacific Design Center

West Hollywood, Calif.
Through Oct. 16

Oct. 17

LA Fashion Market

California Market Center

Cooper Design Space

The New Mart

Gerry Building

824 Building

Lady Liberty Building

Primrose Design Building

Academy Awards Building

Los Angeles

Through Oct. 20

Brand Assembly

Cooper Design Space

Los Angeles

Through Oct. 19

Designers and Agents

The New Mart

Los Angeles

Through Oct. 19

ALT

Select

Transit

California Market Center

Los Angeles

Through Oct. 19

Capsule

California Market Center

Los Angeles

Through Oct. 19

Axis at Capsule

California Market Center

Los Angeles

Through Oct. 19

Coeur

California Market Center

Los Angeles

Through Oct. 19

LA Kids' Market

California Market Center

Los Angeles

Through Oct. 20

Oct. 18

FBI's Fashion All-Aboard

Runway Show

Union Station

Los Angeles

LA Men's Market

California Market Center

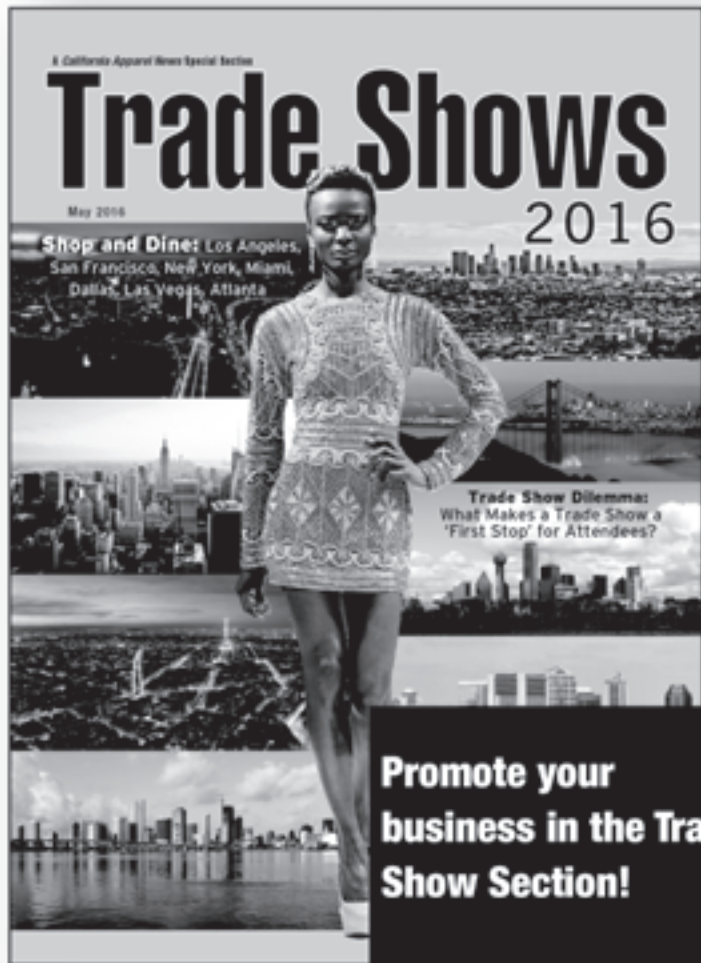
Los Angeles

Through Oct. 19

There's more
on ApparelNews.net.

For calendar details and contact information, visit ApparelNews.net/calendar.

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California Brands *Continued from page 1*

pany's revenues are down to \$408 million after coming in at \$420 million five years ago. Its institutional term loans amount to \$485 million.

There are reports that True Religion is looking for a turnaround expert after having brought in John Ermatinger last year as the company's chief executive.

"True Religion is going down the drain," said Andreas Kurz, a former chief executive of **7 For All Mankind** and now president of **Akari Enterprises**, an international business consultant. "The premium-denim market has contracted. People are working with an old recipe where they import Italian or Japanese fabric to Los Angeles, make it in Los Angeles and try to sell a jean for \$200 to \$250. That doesn't work anymore. Consumers are more price-conscious."

The Internet and new technology are turning the apparel industry and the retail world on their heads—with many trying to conjure up the latest magic formula.

On top of this, department-store shoppers have been trained to hunt for bargains, while younger consumers shun the majors to search for uniqueness in their clothing mix.

"The consumer is being trained to be more frugal and to expect more for less, and that is tough on brands" said Lloyd Greif, president and chief executive of **Greif & Co.**, a downtown Los Angeles investment

business or have low credit ratings, making it difficult for clothing manufacturers to get financing from factors and banks to sell to these retailers.

"The same thing that is going on in California is going on in New York," said Paul Zaffaroni, managing director at **Roth Capital Partners**. "These are problems that are more of the industry."

Rob Greenspan, president of **Greenspan Consult**, points out that it is the nature of the fashion business that things change, going up and down like a roller coaster. A savvy businessperson lays off people when sales are down and hires when revenues are up.

"When business gets bad, the smart business has to do the smart thing to survive," he noted.

But financial experts caution that other survival techniques have to be put into place and a whole new business strategy developed to keep up with modern times.

"The brands that are growing quickly are the hot brands that go direct to the Internet and reach the consumer by social media and online," Zaffaroni said. "We have seen brands come out of nowhere and go from zero to \$30 million in sales in two or three years—all online. The old way of opening independent stores and department stores—that model is broken."

But good products still reign supreme. Thomas Knapp, an assistant professor of

"The brands that are growing quickly are the hot brands that go direct to the Internet and reach the consumer by social media and online. We have seen brands come out of nowhere and go from zero to \$30 million in sales in two or three years—all online."—Paul Zaffaroni

banking firm. "This is an industry under assault."

Three Los Angeles labels hard hit recently are **7 For All Mankind**, **Splendid** and **Ella Moss**, sold to Israeli company **Delta Galil** earlier this year for \$120 million by **VF Corp.**, which bought the contemporary labels for more than \$1 billion several years ago and saw revenues from the three drop several years in a row.

With its new purchase, Delta Galil is laying off more than 100 people at the three labels and combining the headquarters of all three into one Los Angeles location.

"There was a perception that these brands were on fire and now they are smoldering," Greif said, noting that Delta Galil is known for selling down-market goods. "This is a clear sign that these brands are in their maturity and are on a downhill slope. Whether Delta Galil turns them around or milks them until there is nothing left is still to be seen."

J Brand is also struggling. Japanese giant **Fast Retailing Co.**, parent company of **Uniqlo**, acquired an 80 percent share of the denim label in late 2012 for \$290 million.

J Brand has been underperforming in recent years, forcing Fast Retailing to take a \$145.8 million impairment loss during fiscal 2016.

Premium denim is not the only category taking major hits. Other California brands, particularly those catering to department stores, are being squeezed.

BCBGMaxAzria is laying off 123 people as it tries to come out from under a load of debt that is owned principally by **Guggenheim Partners**, the company's major shareholder.

The new frontier

Financial experts catering to the apparel industry point out that these problems are not unique to California companies but to the apparel industry across the country.

U.S. specialty stores have been shrinking in the last two years as many go out of

clinical entrepreneurship at the **University of Southern California's Marshall School of Business** and the founder of California action-sports brand **Honolua Surf Co.**, said you have to continue to provide fashion hits.

"They have to fit with what is happening in the world at the time and maintain a core position," he said.

Catering to the customer is also important.

"Nobody woke up and said there is nothing in my closet," Knapp said. "It is really getting people to make the decision that they will choose you over other offerings."

That is why many in the premium-denim market, which is starting to see some momentum after years of sluggish sales, are tweaking their merchandise mix to compete with the athleisure movement. Denim companies are offering denim pants with spandex to make them more comfortable—even making jog jeans that have the feel of a knit but the look of denim.

"The athleisure movement is not about to stop. People want more-functional and -technical garments," said Kurz of Akari Enterprises.

Kurz noted that in the past it was taboo to introduce spandex to men's jeans because men preferred traditional rigid denim.

"Now, even in men's denim, the introduction of stretch fabric has found a great audience because it is just more comfortable," he said.

Product and price are two things most apparel companies can deal with. But the one cumbersome hurdle for many clothing companies and retailers is getting a handle on how to market and sell clothes online, which is key to surviving. During the first eight months of this year, department-store sales tanked 5 percent compared to the same period last year, while online sales jumped a staggering 15.8 percent, according to the U.S. Census Bureau.

"It is hard to figure out this digital strategy, but everyone knows they need to do it," Zaffaroni said. ●

Model Chloe Lattanzi with Jelly



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Kicking Off a Month of Runway Shows in LA

The Los Angeles Fashion Week event known as LA Fashion Week, now in its third season, hosted its runway shows at the Hollywood Athletic Club. The international lineup included returning designers Ashton Michael, Datari Austin, Vicken Derderian and Marcelo Quadros as well as several collections that were new to LA Fashion Week. Among the newcomers was **Bezgraniz Couture**, an international company that makes “functional modern clothes and accessories for people with nontraditional body types.”

Fashion Week continues throughout the month with **Art Hearts Fashion Week** at The Beverly Hilton in Beverly Hills, **Style Fashion Week** at the Pacific Design Center in West Hollywood, **Fashion Week LA** at The Bloc in downtown Los Angeles and **FBI's All Aboard** fashion fund-raiser at **Union Station** in downtown Los Angeles. Then, in early November, new event **ReveLation**—which will feature runway shows, pop-up shops and industry panels—will bow at **Siren Studios** in Hollywood. Additional runway coverage and a fashion-week calendar can be found at ApparelNews.net.

—Alison A. Nieder

Marcelo Quadros



MANNY LLANURA

Oscar Lawalata



MANNY LLANURA

Ashton Michael



JOHN ECKMIER

Datari Austin



MANNY LLANURA

Vicken Derderian



JOHN ECKMIER

Jajaka by Ivan Gunawan



MANNY LLANURA

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MANNY LLANURA

Blond and Bieber



MANNY LLANURA

Samsara



MANNY LLANURA

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Rinda Salmun



MANNY LLANURA

Cecilia Echenique



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Ricky Wong



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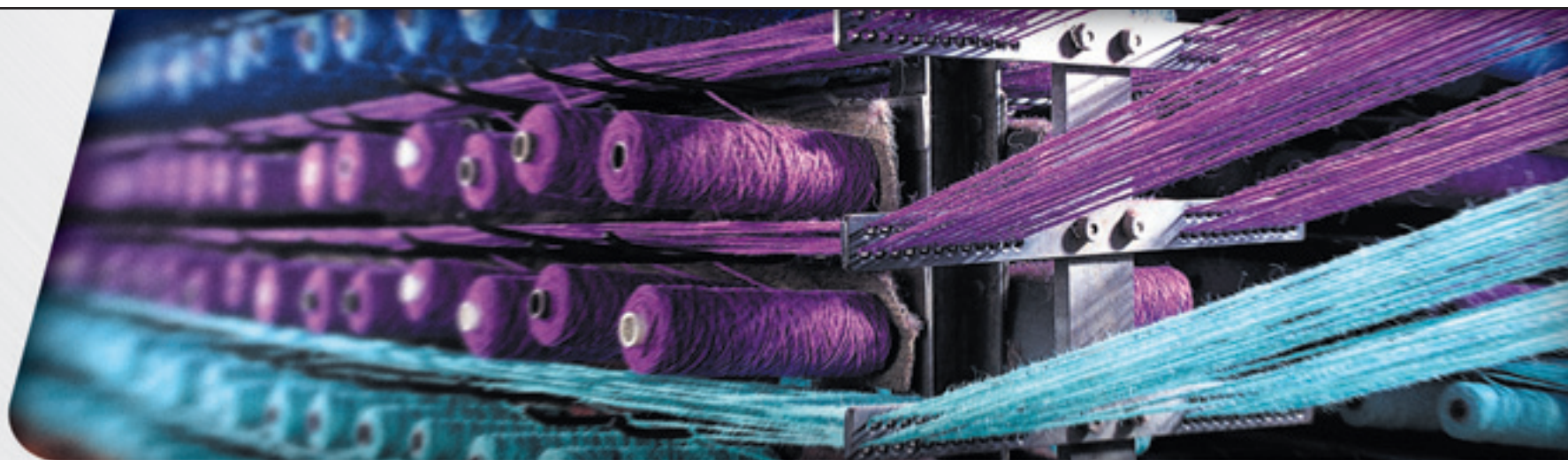


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The LA City Guide will also be distributed to a dozen showroom buildings in the LA Fashion District.

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MADE IN AMERICA

Three Dots Launches Plus Sizes

Three Dots has been known for its American-made luxe basics in ultra-soft fabrications since the Garden Grove, Calif.-based company was founded in 1995. But Three Dots sizes only ran from XS to XL—until now.

The company is launching its first plus-size collection for Resort 2017. Initially, the launch collection will be sold exclusively at Nordstrom as well as on the company's website (www.threedots.com) beginning in November.

"Most people would wait until Spring," said Three Dots founder and president Sharon Lebon. "[Nordstrom] liked it so much they bought Resort."

Lebon said Three Dots has experimented with plus sizes in the past, but this launch represents a commitment to the category.

"Plus sizes need special fitting," she said. "I wanted to make sure the fits were right if it was going to be a hit. When we first started Three Dots it took months to get the fit right."

Three Dots is working with Mark Singer, a consultant and former manufacturer who produced plus sizes for his Vikki Vi label.

"We wanted to launch with someone who would be our partner," Singer said. "Together we identified a niche that wasn't currently covered in the Nordstrom mix."

Three Dots is known for "the fashion-forward, easy T-shirt," said Lindsay Leby,

Three Dots' director of special projects, who said the collection is best classified as "fashion basics."

For the launch, Three Dots worked with Nordstrom to select pieces from the core collection, which have been redesigned for sizes 1X, 2X and 3X. Going forward, there will be special pieces developed for the plus line.

For the first deliveries in November and December, Three Dots' plus collection will include fashion T-shirts, cardigans



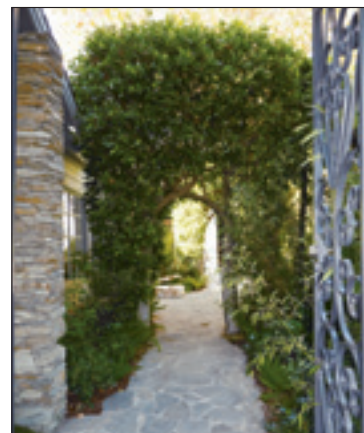
and dresses in a range of fabrics including brushed cotton, gauze, 1x1 rib, a brushed Tencel hacci and a lightweight viscose/Lycra for garment-dyed pieces—"the fabric takes color just beautifully," Lebon said.

There will also be a few prints in the launch collection. Everything Three Dots makes is produced in Southern California, frequently from domestic fabric suppliers. Wholesale prices range from \$30 to \$88.

For more information, visit www.threedots.com or call (213) 627-0299.

—Alison A. Nieder

RETAIL



DONNA'S STORE: Entrance to the store interior, left, and garden area

Karan's Urban Zen Reopens in West Hollywood

Fashion star Donna Karan will bring her Urban Zen concept to the Los Angeles area for a second engagement.

Karan ran an Urban Zen store in Los Angeles from 2011 to 2012. In mid-October she is scheduled to hold a grand opening for a permanent Urban Zen store, located at 9045 Nemo St. in West Hollywood, Calif., near the intersection of Santa Monica Boulevard and Doheny Drive. The 2,000-square-foot store will offer the Urban Zen women's clothing brand, furniture and jewelry. It also will feature a kitchen serving salads and health drinks. The grounds of the space will provide a garden and space for talks and seminars for Karan's Urban Zen organization, which focuses on spirituality and healthcare issues, Karan said.



Donna Karan

indoor/outdoor feeling that is so important to me and is a big part of our brand. There's also a beautiful garden. What could be more Zen than that?" she said.

The brand also has stores in Aspen, Colo., and Manhattan as well as other New York-area stores in Manhasset and Sag Harbor.

The Urban Zen brand has been sold in Bergdorf Goodman and A'maree's in Newport Beach, Calif. The womenswear brand offers high-end dresses, knitwear, tops, bottoms, coats and jackets, often with a bohemian edge. Retail price points for jackets can range from just under \$1,700 to just under \$7,000.

The West Hollywood store also sells furniture, art, accessories and home décor. The interior design of the store is reminiscent of Karan's home, according to a brand statement. The store features Balinese "Urban Zen" chairs and Haitian-designed decorative accessories.—Andrew Asch

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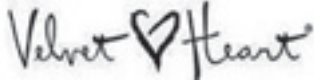
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