

CALIFORNIA Apparel News

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MariusPetrus with Atlantic Mills



Lisa Konno and Karin Vlug with Prosperity Textile



Marina van Dieren and Christina Albrecht with Advance Denim



Tess Van Zalinge with Knitdigo



Outkastpeople with Calik Denim



EdithMarcel with Berto Industria Tessile



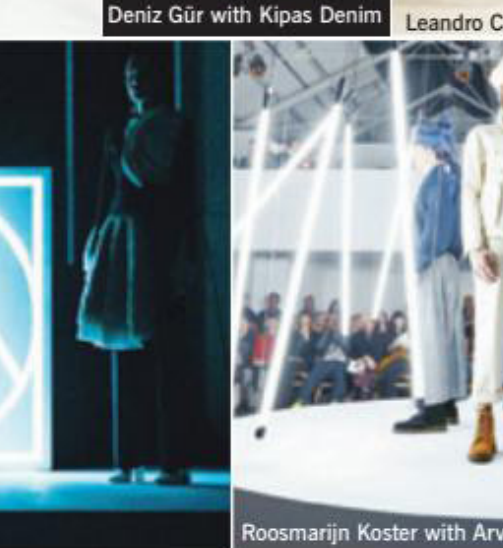
Deniz Gür with Kipas Denim



Lavinia Mustapha with Candiani Denim



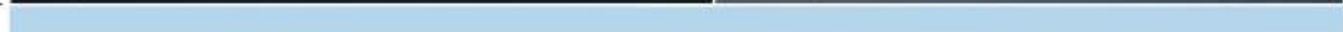
Anbasja Blanken with ITV Denim



Roosmarijn Koster with Arvind



Leandro Cano with Tejidos Royo



EdithMarcel with Berto Industria Tessile, Deniz Gür with Kipas Denim, Leandro Cano with Tejidos Royo, Anbasja Blanken with ITV Denim, Roosmarijn Koster with Arvind

T-SHIRTS

Orange County Sportswear Company Leases Shuttered American Apparel Dye and Finishing Plant

By Deborah Belgum Senior Editor

Months after American Apparel closed its dye and finishing plant in Hawthorne, Calif., it will return to operations after AST Sportswear Inc. announced it is leasing the building.

The 95,000-square-foot plant, which is owned by Liberty Property and previously was leased by American Apparel, closed earlier this year when American Apparel filed for Chapter 11 bankruptcy protection. Operations are scheduled to resume early next year.

"The purchase of the Hawthorne dyeing and finishing plant [equipment] is an imperative addition to AST Sportswear Inc.'s production capacity. While AST Sportswear Inc. already

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DESIGNER PROFILE

Trina Turk Marches Forward With New Store and New Looks

By Deborah Belgum Senior Editor

Trina Turk, the contemporary lifestyle designer known for her bright colors and mid-century-inspired prints evoking a resort vacation, is opening her 12th store next February in the Larchmont Village area of Los Angeles.

The new space comes nearly two years after shuttering her outpost on West Third Street, where parking had become impossible and traffic congestion was chipping away at sales of her self-named label.

"Since we are an LA-based brand, it seemed weird not to have a store in Los Angeles," said the designer, who currently has retail locations across the United States in places such as Miami, Dallas, Houston, Atlanta, New York and Newport Beach, Calif.

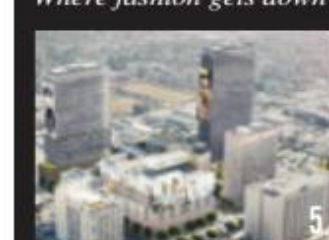
Turk, whose company was launched in 1995, is a true believer in retail if it provides shoppers a reason to peek beyond the front door.

"Our mantra in our own stores is that we must provide our customers with something better. Otherwise, why should they come in? They have to have fun and have a

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Where fashion gets down to business™



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DENIM ON THE CATWALK

Denim took another turn in the spotlight at the third annual Global Denim Awards in Amsterdam, where an international lineup of designers and denim mills collaborated on collections that highlighted the creative versatility of denim. For more from the show, see pages 6-7.

NEWS

Designer Platform Not Just a Label Expands to LA, Plans Outreach Initiative With City of LA

Not Just a Label (NJAL), the emerging designer platform launched in London in 2008, has expanded to the United States with the opening of a Los Angeles office by NJAL founder Stefan Siegel.

Siegel, who serves as chief executive officer of the company, describes the organization as **LinkedIn** for designers. The company currently has a curated community of 24,000 designers from 150 countries and receives 600 daily requests from stylists and retailers, according to Siegel.

There's no fee for designers, who receive brand development and business support as well as promotion, education and mentorship on everything from public relations and marketing to manufacturing support and legal advice.

NJAL works with cities and government agencies on special programs, such as the strategic partnership with the organization struck with the **Dubai Design District (d3)** earlier this year. NJAL will promote d3 regionally and internationally through editorial, digital

and networking projects. NJAL also provides customized data reports and access to test markets. For example, when Swedish washing-machine manufacturer **Electrolux** wanted to test a new machine that uses low water and no detergent, the company turned to NJAL. Currently the machines are being tested in the studios of 20 NJAL designers.

"We bring people together," Siegel said. Two recent events held last year in the U.S. convinced Siegel to open a U.S. branch. NJAL and the **Council of Fashion Designers of America** called a meeting last fall in Los Angeles where local designers discussed ways to support the local industry. Shortly after, Siegel's organization hosted the **NJAL | Made in NY** pop-up at the **Waldorf Astoria** in New York in partnership with the **New York City Economic Development Corporation's** Made in NY initiative. The pop-up featured 100 New York-based emerging designers as well as a series of workshops and panels.

Siegel decided to open in Los Angeles be-

cause of the city's position as a manufacturing center.

"Designers and garment manufacturers grow up in one world," he said. "California brands' identities are attached to that."

Siegel wants to promote Los Angeles as a hub for sustainable manufacturing, not just for the domestic designer but for the international design community as well.

"The U.S. is now the strongest market for NJAL, and establishing a permanent presence within the American fashion system was a clear next step," Siegel said in an NJAL statement. "Fashion remains the most under-appreciated industry in LA despite the fact it is a field with global reach and potential. With a thriving art scene, a powerhouse of retail momentum and a GDP of more than \$825 billion, LA is a growing force in the global fashion network. We will aim to challenge the existing structure of the system through education and strategy to solve hurdles emerging talents face, forging designs of innovation and sustainability, and

connecting local American fashion industries with our global community."

NJAL has been meeting with Mayor Eric Garcetti's office, which launched the "Make It in LA" initiative in June. The initiative seeks to connect the manufacturing "ecosystem," including designers, suppliers and manufacturers working together to create products using local resources.

"The city of Los Angeles always embraces efforts to increase the potential of its fashion and apparel-industry ecosystem," said Garcetti in a statement. "Not Just a Label will play an important role in the effort to shift from fast fashion to sustainability; it will be an excellent destination for people to experience fashion and its impact through its workshops led by industry leaders, educators and influencers."

NJAL plans to next host an event in December in Los Angeles to connect designers and manufacturers. For more information about NJAL, visit www.notjustalabel.com.

—Alison A. Nieder

ACTIVEWEAR

Lisa Kraynak Joins Carbon38 as CMO

Carbon38, the Los Angeles-based luxury activewear e-commerce retailer, has hired Lisa Kraynak as chief marketing officer.

Kraynak, who will be based in Los Angeles, will work closely with Carbon38 founders Katie Warner Johnson and Caroline Gogolak on growth initiatives for the 3-year-old company.

Kraynak's career has included working with large companies and entities as well as early-stage businesses, including **NBC Universal**, **Viacom**, **iVillage**, **Intuit**, **Demand**

Media and the city of New York. At Demand Media, Kraynak launched the Santa Monica, Calif.-based company's fashion and beauty divisions. She has served in leadership roles in companies—Demand Media and iVillage—as they launched their initial public offerings.

"Carbon38 is at an inflection point and adding a team member at Lisa's level gives us a rare competitive advantage," said Warner Johnson, chief executive at Carbon38,

in a company statement. "Lisa's experience, imagination, energy and, most importantly, competitive spirit manifests as the ideal engine for success. She has a proven track record for delivering results through digital and brand marketing, and her operational expertise punts us into world-class territory."

Gogolak, president at Carbon38, said she and Warner Johnson look forward to Kraynak's assistance in driving the company's future growth.

"With her extensive digital and brand-marketing experience, we are thrilled to have her as a key senior leader as we transform the wardrobe of the modern American woman and show activewear as a leading category within the fashion space," Gogolak said. Later this month Carbon38 will open a

pop-up retail shop on Los Angeles' Robertson Boulevard. The company is also working on two designer collaborations, one with artist **Curtis Kulig** and another with designer and **CFDA/Vogue Fashion Fund** winner **Jonathan Simkhai**.

Warner Johnson and Gogolak founded Carbon38 in 2013, building on their experience in finance, high-end fashion and celebrity fitness. The site offers a curated selection of fashion-forward, high-performance apparel from an international mix of labels as well as its own in-house label Carbon38. Fashions carried on Carbon38 take the consumer from "the gym, the boardroom and beyond," the company said.

For more information, visit www.carbon38.com.—A.A.N.

Hot Topic Acquires Her Universe

Hot Topic Inc., the mall retailer known as a purveyor of music and pop-culture clothes and gifts, announced that it acquired **Her Universe**, a brand specializing in fashion and accessories for female science fiction and fantasy fans.

Steve Vranes, chief executive officer for the City of Industry, Calif.-based Hot Topic, said that the acquisition will fortify Hot Topic's merchandise mix and strengthen its position as a pop-culture retailer. Hot Topic will also operate the Her Universe brand's e-commerce and wholesale businesses as a division of Hot Topic. The announcement

did not divulge how much Hot Topic spent to acquire the 6-year-old Her Universe.

In a letter to Her Universe fans, Ashley Eckstein, the brand's founder, wrote that she will continue to oversee her company. It will continue to be wholesaled to retailers such as **Kohl's Inc.** The brand also is sold at **Disney Parks** and retailers such as **BoxLunch**. She wrote that the Hot Topic purchase will allow her company to offer more plus sizes, expand business to Europe, design styles for men, and add more licenses and relaunch the **Her Universe Press**.

—Andrew Asch

T-SHIRTS

AST Sportswear

Continued from page 1

operates knitting, cutting and sewing operations, this procurement will further reduce our reliance on contract dye facilities," said Abdul Rashid, AST's chief operating officer. "This will allow us to expand our product offering, streamline our supply chain, lower costs and ensure better quality control. In acquiring these assets and the additional investments planned at this facility for the future, the company believes it will be able to bring virtually all of its dyeing volume in-house."

AST Sportswear said it plans to create more than 120 new manufacturing jobs as a result of the lease. The purchase includes machinery and equipment related to fabric dyeing and finishing, along with industrial

dyeing, compressors and boilers.

AST Sportswear, which was founded in 1995 in Orange County, Calif., is a vertically integrated manufacturer and distributor of **Bayside**, an American-made brand of fashion and basic apparel that includes T-shirts and other casualwear sold to distributors and screen printers across the country.

With American Apparel up for sale, the company is reducing costs and looking for additional revenue to become more profitable.

Recently, American Apparel's chief executive officer, Paula Schneider, left the company after nearly two years to become the CEO of **7 For All Mankind**, **Ella Moss** and **Splendid**. She was replaced by Chelsea Grayson, who had been American Apparel's general counsel for two years. ●

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